

# MODERN PACKAGING

PERIODICAL  
First Color

TECHNOLOGY

APRIL  
1937



THESE PACKAGES TALK—

# 3 Sales Languages



Products all through the dictionary, from anti-freeze and bibles to medicines and vegetable compounds, are being packed in Canco containers . . . because Canco containers increase sales. Here are just three examples.

## 1. THIS CAN TALKS "PRODUCT PROTECTION"

The vacuum sealing insures the same perfect freshness when opened as when packed. Customer satisfaction and word-of-mouth advertising are making sales leap ahead. Have you a product that will build reputation faster if it is protected from air, light, moisture or drying out?



## 2. THIS ONE, "NEW CONVENIENCE"

This new type dredge won't break women's finger nails, slides slick as ice, YET MAKES AN EVEN TIGHTER CLOSURE. Ask us what sales-making convenience feature you can add to your package . . . plus the eye-catching brightness and beauty of rich lithography.



## 3. —AND THESE, "TOP QUALITY"

Picture a malster's sample table—and these handsomely lithographed grain sample cans that reflect quality and success. • Whether your market is thin or for millions of homes, Canco packaging skill can help you make more money. It costs nothing to find out. Address Dept. MP-3.

CANCO

# AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK CITY

WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS



★



★

★ In packages that do not tip over easily, that have extra large openings, and that are sealed with easy-to-remove closures, these cocktail cherries find ready acceptance with that busiest of fellows, the "barkeep" . . . they simplify the mixing of drinks when the cocktail crowd descends upon him in the late afternoon . . . they make his long-houred job less irksome > > > Similarly, products which are packaged with a thought for the convenience of the consumer, are more agreeably received in the home . . . no consumer likes, or will long tolerate, packages that are inconvenient in size or shape, or that are difficult to open > > > Provide your products with convenient containers and easy-to-remove Phoenix Metal Caps . . . it means better satisfied customers . . . it may even mean an increase in sales.

**P H O E N I X   M E T A L   C A P   C O .**

2444 W. SIXTEENTH ST., CHICAGO ★ 3720 FOURTEENTH AVE., BROOKLYN

APRIL 1937

1

# MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 10

NUMBER 8

APRIL, 1937



## NEXT MONTH

What the well-dressed package will wear during this year's holiday and gift seasons will be outlined in the May issue. Analyses of trends, interpretations, prognostications—all will be set forth in understandable fashion to enable package planning for the manufacturer and retailer who are seeking for new ways to gain consumer preference for their products.

Coronation in May—so MODERN PACKAGING signalizes that gala event with a cover on this (April) issue. Interpretation? Both Westminster Abbey and the Viceroy display attract people—the former because of its symbolism of pomp and ceremony; the latter because of its deliberately planned attention-arousing value. The Viceroy display was created and produced by The Niagara Lithograph Company.



Seventh Packaging Convention.....	37
1936 All-America Presentation Dinner.....	40
Commendable Packages in the 1936 All-America Competition.....	43
Ancient Product Goes Modern.....	55
Multiple Package Wrapping..... By Frank H. Mayoh	56
Fifth Annual Western Packaging Competition.....	62
Modern Display.....	63
One Way of Making Dealer Displays Profitable.....	65
Triple-Objective Displays for Ale.....	68
Gallery of Advertising Displays.....	70
Pilfer-Proofing the Display.....	72
Editorial Opinion.....	76
Plants and Personalities.....	80
For Your Information File.....	85
Equipment and Materials.....	86
Index of Advertisers.....	111

Published the 15th of each month by Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western office, 221 N. LaSalle St., Room 620, Chicago, Ill. Telephone Randolph 6336. Publication office, Twentieth and Northampton Sts., Easton, Pa. Also publishers of Packaging Catalog, Modern Plastics and sponsors of the Permanent Packaging Exhibit.

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Subscription \$5.00 per year. Canadian, \$7.00. Foreign, \$6.00. Price this issue, 50c. per copy. Copyright 1937 by Breskin & Charlton Publishing Corporation. All rights reserved. Published in U. S. A. Member of the Audit Bureau of Circulations. Member of Associated Business Papers. Acceptance under the Act of June 5, 1934, at Easton, Pa. Authorized October 7, 1936.

# THE RECORD OF A NEW LEADER



*Northern  
Paper Mills*

in 1932 TWO REDINGTON MACHINES were



used for wrapping

in 1937 FIVE units are needed



IT'S ONE THING to shoot sales upwards. It's another thing to turn the product out for prompt delivery and at a minimum cost. That, briefly, was the problem of the Northern Paper Mills when they reversed the depression's tide to become an even greater factor in their field. Wrapping and banding facilities *had* to keep pace without requiring additional factory space. So the makers of Northern Tissue turned to Redington.

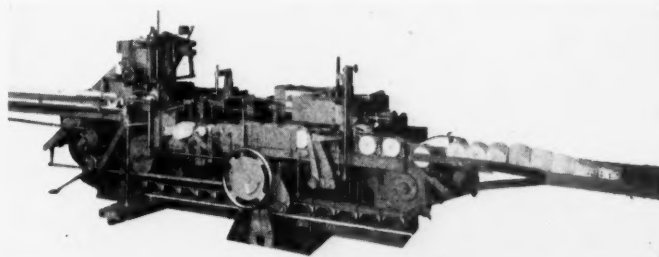
This old, established firm already knew that Redington equipment could do the job. Back in 1928 the first practical automatic wrapping and banding machine was designed for Northern Tissue by Redington. It replaced hand wrapping, too costly and cumbersome for large-scale production.

This machine did its job well enough to warrant two greatly improved units in 1932. Now, five years later, *four* machines are in operation in Green Bay, Wisc., to take care of the demand for Northern Tissue created by a vigorous sales and advertising policy. The *fifth* Redington is now under construction.

Perhaps your own packaging facilities are not geared to post-depression's expanding sales. Ask Redington to help you... whether it's cartoning or carton sealing, wrapping or Cellophane wrapping... for practically any product from tissue paper to tooth paste, pharmaceuticals to foods. Write—without obligation.

## 60% Less Labor Costs with This REDINGTON

A single Redington machine wraps and bands as many rolls of Northern Tissue, as were formerly turned out by several hand workers. Each roll is automatically wrapped in light tissue paper... a printed band fed from a magazine, glue applied, and the band placed around each roll—all at a remarkably high speed for this difficult type of wrap.



F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., CHICAGO, ILL.



# REDINGTON

*Packaging Machines*

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING



# A MILE-LONG *Research Laboratory*

In this giant mill the protection problems of scores of industries have found their answers. First we take your product into our products research laboratory where we find out what is needed. Then we take it into the paper mill and tailor-make a paper to fit that need. KVP sells protection first, paper second.

We invite you to make use of our unusual facilities for finding and making the right paper for difficult protection problems.



# KVP

## FOOD PROTECTION PAPERS

**KALAMAZOO VEGETABLE PARCHMENT COMPANY**  
PARCHMENT (KALAMAZOO P. O.) MICHIGAN



# SILVER RAY

5 7 5

This Box Cover Creation is of outstanding merit for any box where quick eye appeal is desired. It may be had in different color treatments, with silver as one of the colors.

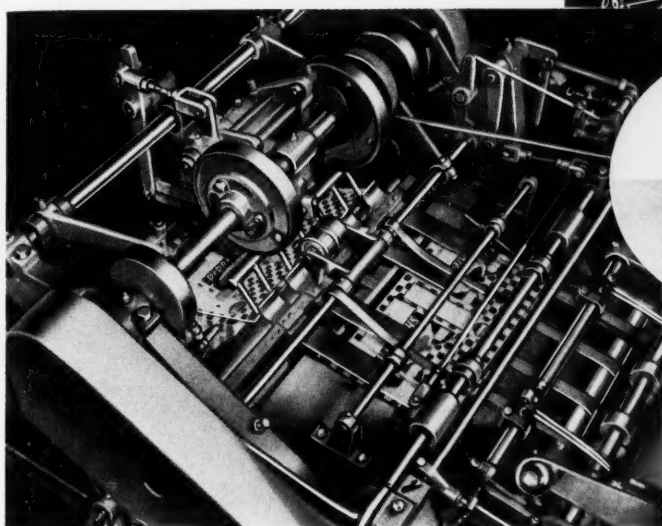
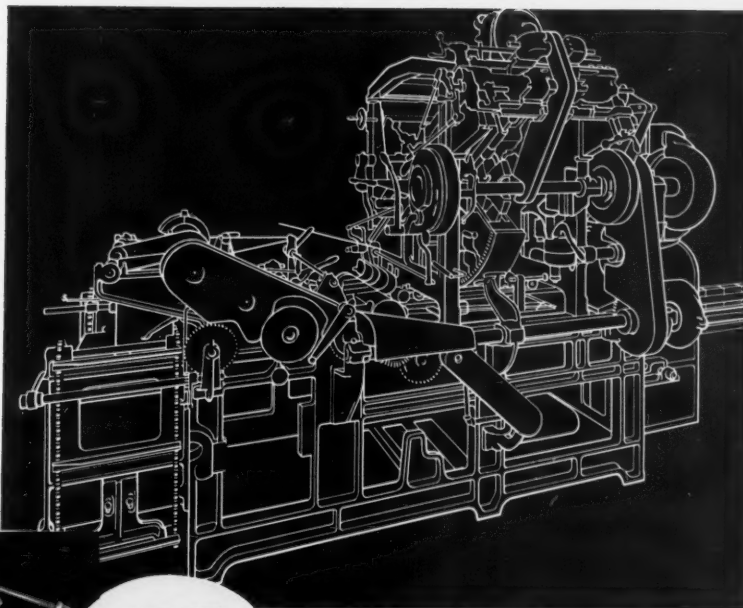
Let us mail you large working sheets for dummy purposes so you can see how your box will look when covered with **SILVER RAY**.

HAMPDEN GLAZED PAPER & CARD COMPANY

Holyoke, Massachusetts



# ***Suction feeds it-***



***one sheet  
at a time  
... every time***

The many recent changes in wrapping materials have introduced a number of new and more difficult-to-feed papers of heavier weight and with varnished and highly coated surfaces.

This photo shows the operation of Pneumatic's suction feed. A few of the wrappers on the top of the stack in the magazine are separated by blowing a stream of air against the edge of the stack. With the top sheet literally floating in the air, suction fingers travel across to the edge of the pile and pick it off. These fingers then feed it thru rolls into gripper belts which in turn feed it over the revolving glue roll where a thin film of adhesive is applied to the underneath surface.

Typical of the way its advanced designing anticipates modern developments, Pneumatic developed its tight wrapper feeding to meet these new conditions. Pneumatic engineers found suction the answer to the greater sensitiveness required. This suction feed as Pneumatic uses it, can be depended upon to feed only one sheet at a time, every time — no matter what the weight or surface of the stock used. And it is very simple and easy to control.

It is often convenient and advisable to have printed wrappers supplied in a continuous roll, instead of individual sheets. For the handling of wrappers in rolls Pneumatic uses an electrical registering eye and cut-off device which is equally sure and efficient for any kind of material. Write for the full facts on Pneumatic Tight Wrapping—ask for Bulletins No. 5 and 30.

PNEUMATIC SCALE CORPORATION, LTD., 71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)  
Branch Offices in New York; Chicago; San Francisco; Los Angeles; Leeds, England; Paris; Melbourne; Sydney, N. S. W.; Wellington; and Buenos Aires



# **PNEUMATIC SCALE**

★ ★ ★ ***Packaging Machinery*** ★ ★ ★

APRIL 1937

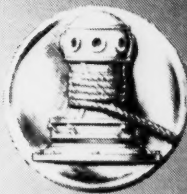
5



HERE THEY ARE...an unending flow of types and styles of Anchor closures ...to meet the needs of all who package their products in glass. And in this picture a single cap represents not just itself but a whole related clan of different sizes and decorations and [not infrequently] of variations in shape and design. Each of these Caps is the product of many men's brains and work...engineers, draftsmen, laboratory technicians, men who have had years of experience with sealing problems and with closures. Many improvements in construction, new methods and principles of sealing have been inspired by Anchor research work during our long history in making various sorts of tin, aluminum and molded closures. Thus, each Anchor style, new or old, has incorporated in its design the accumulated knowledge gained from other types. As a result, this group of Anchor Caps represents the finest and most complete line of closures known...each perfectly and exactly adapted to the work it will be called upon to do. You can rely upon the uniformly good selling results that Anchor Caps will give you. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, N Y.; Toronto, Can. Branch offices in all principal cities.

*Anchor  
Caps*





## Capstan Glass

A GLASS CONTAINER that is exactly suited to a particular product . . . that is practical and decorative, but adapted to production requirements as well . . . is not always easy to find. Capstan has always recognized that fact and sympathizes with the difficulties facing those who make and sell glass-packed products. Hence the tremendous variety of Capstan styles and shapes, the constant introduction of new numbers in our line, and an extensive range of sizes where that will accomplish a useful purpose.

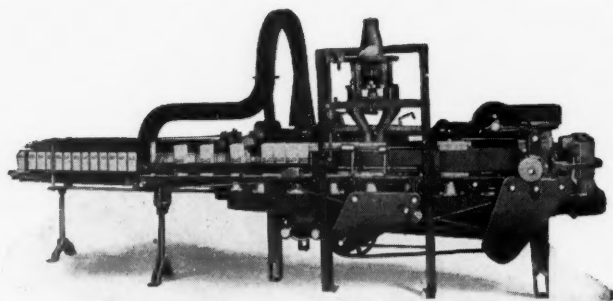
Capstan's emphasis, however, is not on design purely for art's sake or at the sacrifice of utility . . . but rather that the Capstan glass container you select does a completely satisfactory job for you in these four essentials . . . efficiency in production, convenience to consumer, display, and sales appeal.

As to strength, clarity and uniformity, Capstan glass possesses those attributes in full measure, to be sure . . . but that's another story. CAPSTAN GLASS COMPANY, Connellsville, Pa. *Associate Company:* SALEM GLASS WORKS. Branch offices in all principal cities.





## BETTER PACKAGING AT LOWER COSTS



60 PACKAGES PER MINUTE  
PACKOMATIC COMBINED BOTTOM AND  
TOP CARTON SEALER

With Volumetric Filler guaranteed to produce commercially accurate weight, when product check remains uniform in specific gravity. This machine can also be furnished with automatic net weight scales in two, four, six or eight units. Speed up to 60 packages per minute.

Automatic Packaging Machinery is leading the way to greater profits, better packages, high speed packing, and lower package costs.

Inefficient processes must be eliminated; obsolete, wasteful methods must be changed, if you are to cash in on the greater profits.

Packomatic will show you an economical short cut to lower production costs. There is a Packomatic machine that will meet your requirements.

WRITE, WIRE OR PHONE FOR A PACKOMATIC ENGINEER—NO OBLIGATIONS!

# PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

BRANCH OFFICES—CHICAGO  
SAN FRANCISCO

NEW YORK  
SEATTLE

CLEVELAND  
NEW ORLEANS

BOSTON

ST. LOUIS  
SAN ANTONIO

LOS ANGELES  
DENVER



## "EYE APPEAL"

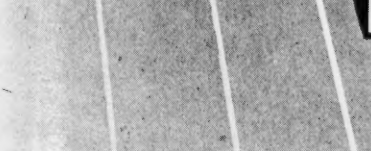
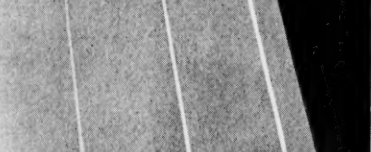
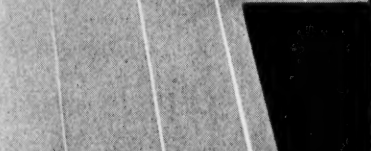
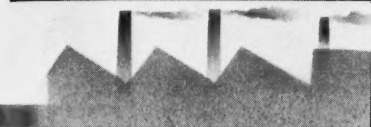
is old stuff to NATURE!

In providing an inviting gleam to her products Nature well have had in mind what we call "eye appeal". Made products just don't grow—they have to be made. And here is the virtue of ZAPON paper lacquers. They give height to visual appeal. Lacquers are resistant to grease, smoke, water and dirt. They must be before they reach the consumer. In ZAPON paper lacquers, ZAPON offers the cooperation of the ZAPON Division of the Atlas Powder Company in Stamford, Connecticut and North Chicago, Ill.

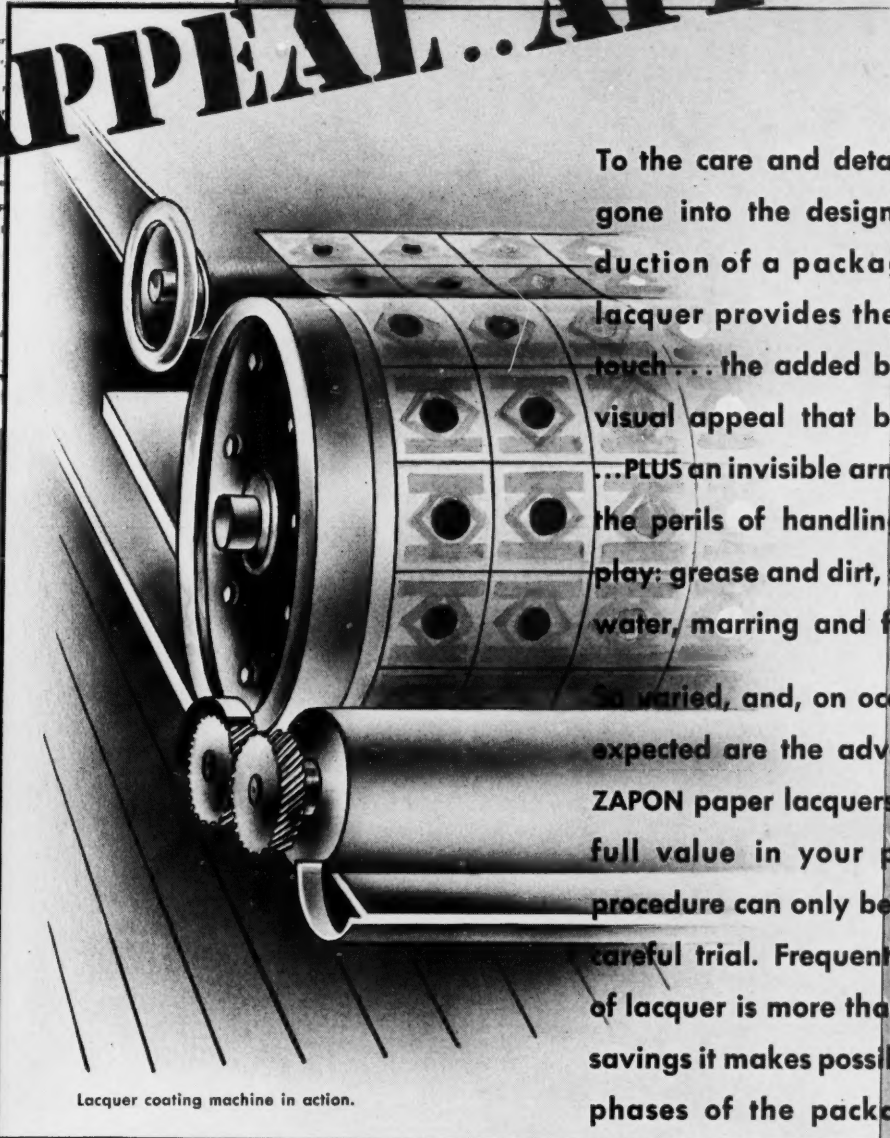


Eastern Sales: ZAPON DIVISION  
Atlas Powder Company Stamford Conn.

Western  
Sales: ZAPON DIVISION  
Atlas Powder Company North Chicago, Ill.



# EYE APPEAL...APPLIED



Lacquer coating machine in action.

To the care and detail that has gone into the design and production of a package ZAPON lacquer provides the finishing touch... the added brilliance of visual appeal that builds sales... PLUS an invisible armor against the perils of handling and display: grease and dirt, smoke and water, marring and fading, etc.

So varied, and, on occasion, unexpected are the advantages of ZAPON paper lacquers that their full value in your packaging procedure can only be shown by careful trial. Frequently the cost of lacquer is more than offset by savings it makes possible in other phases of the packaging job.

ZAPON representatives are ready to serve you on lacquer problems.

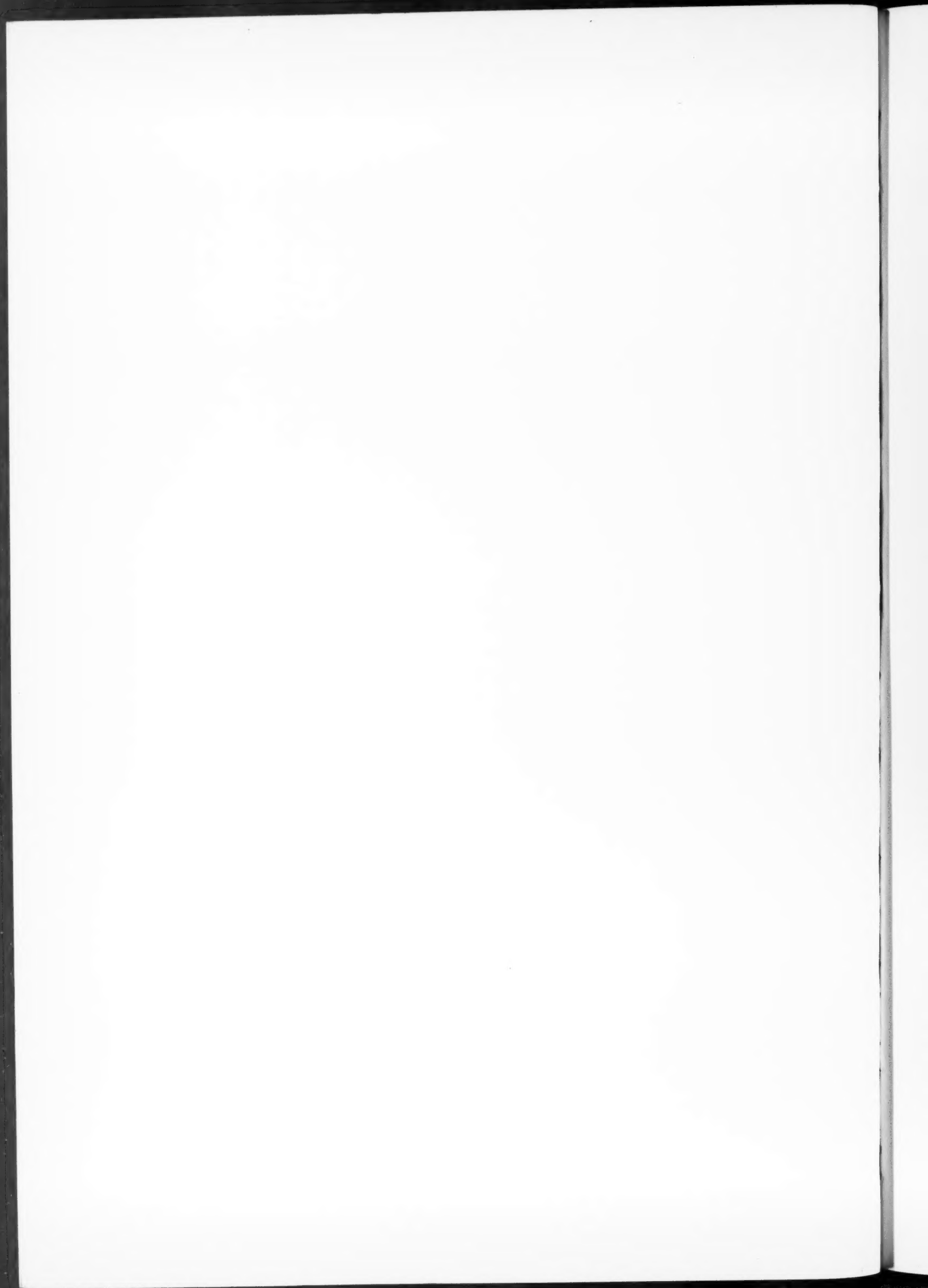


**EASTERN SALES:**  
**ZAPON DIVISION**  
**ATLAS POWDER COMPANY**  
Stamford, Conn.

**WESTERN SALES:**  
**ZAPON-BREVOLITE DIVISION**  
**ATLAS POWDER COMPANY**  
North Chicago, Ill.

## INDUSTRIAL FINISHES









# *Drive* THRU RESISTANCE INTO *Sales!*

On store shelves and counters, there's a LEADER of the Line • a PACKAGE that edges to the front. That product *can* be Yours! ● Turn MORE display power into your merchandise. FORCE it into dealer and consumer minds • SHOW it at its BEST!

## **CRACK DOWN HARD**

with **PACKAGE** accent on

- APPEARANCE
- CONVENIENCE
- CONTENTS VALUE

Call "NATIONAL" into your Packaging Plans •

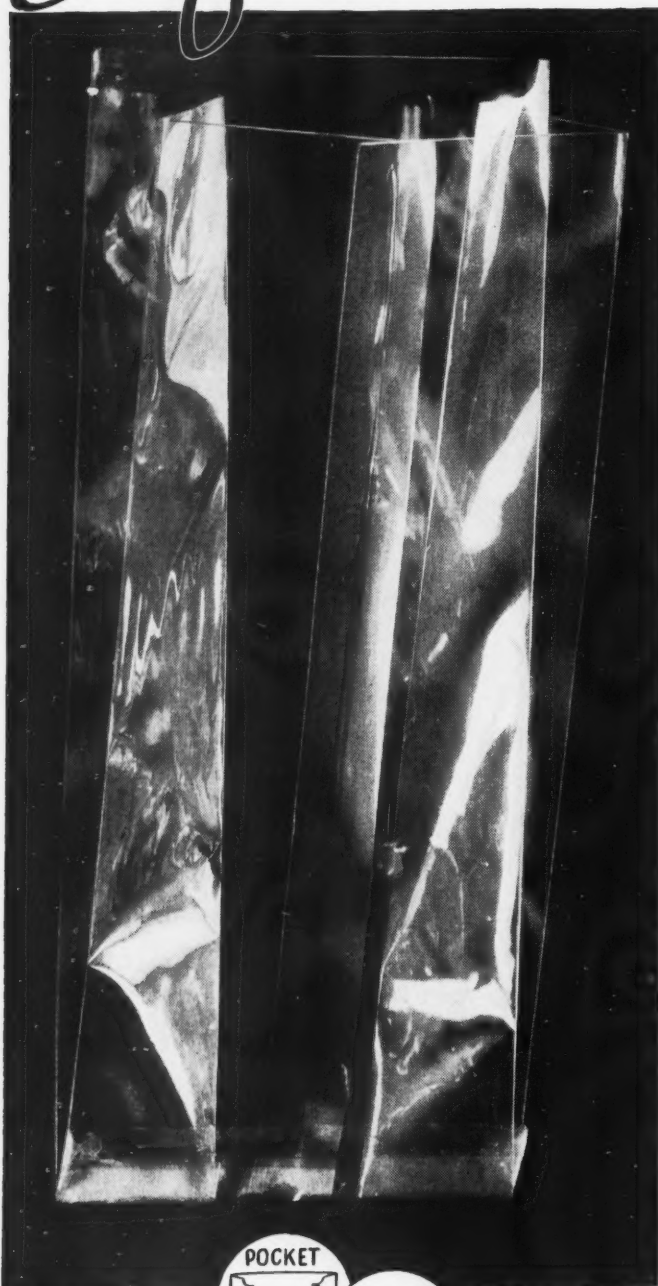
## **NATIONAL**

*Can!* break down  
**SALES RESISTANCE!**

## **NATIONAL CAN CORPORATION**

SUBSIDIARY OF McKEESPORT TIN PLATE CORPORATION  
EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK  
Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH, N. Y.  
CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

# Safer FOR LARGER LOADS



U. S. E. recognizes that no feature of a transparent bag or envelope—not even the brilliant appearance for which it may primarily be purchased—is more important than strength at the seams.

Your transparent package must, above all, withstand the stresses and strains of shipping and handling. It *must* be leak-proof—even sift-proof—or the sales appeal of transparency is lost.

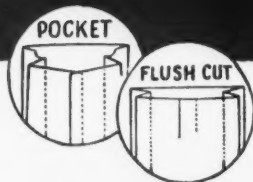
U. S. E. engineers make sure, first, that you get a Better Built package which will not fail. Then, the Company's designers add their skill in creating a package which is also Better Looking.

U. S. E. is the largest maker of transparent packages of all styles, using all kinds and combinations of transparent material. Ask for samples—or advice regarding your packages—and learn how completely U. S. E. is equipped to serve you.

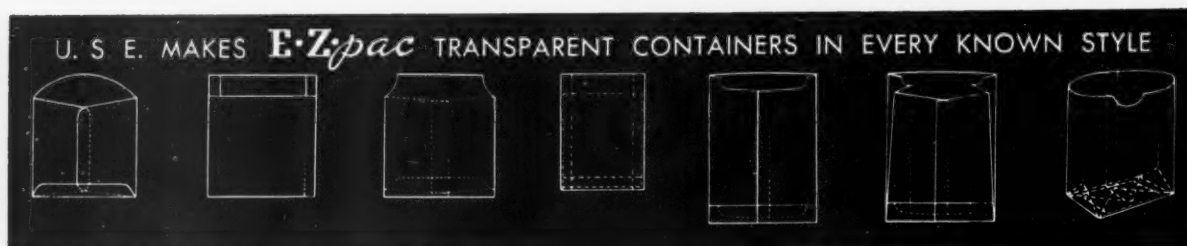
*The U. S. E. Square Bottom Expansion Side Bag (at left) is a glutton for loads—a bear-cat for strength; an extra safe container for many types and shapes of merchandise. Stock sizes, ¼ pound to 5 pounds.*

*Transparent Container  
Department*

UNITED



STATES ENVELOPE COMPANY  
Springfield, Mass.





**IT'S THE S & S TIGHT-  
WRAPPED PACKAGE AT  
THE O'BRIEN MILLING CO.**

S & S Tight-Wrapped Packages as used by the O'Brien Milling Co., are covered with bright, varnished labels. They are sealed against dust and vermin. They are non-sifting and are remarkably resistant to air and moisture. Their fine appearance gives them first choice over many competitive packages at the point of sale. Their cost is but little more than that of an ordinary printed carton.

S & S Automatic Tight-Wrapping Machines produce 60-70 packages per minute. S & S Semi-Automatic Tight-Wrappers deliver 12 to 20 packages per minute. Write for complete information.

**STOKES & SMITH CO.**  
PACKAGING MACHINERY      PAPER BOX MACHINERY

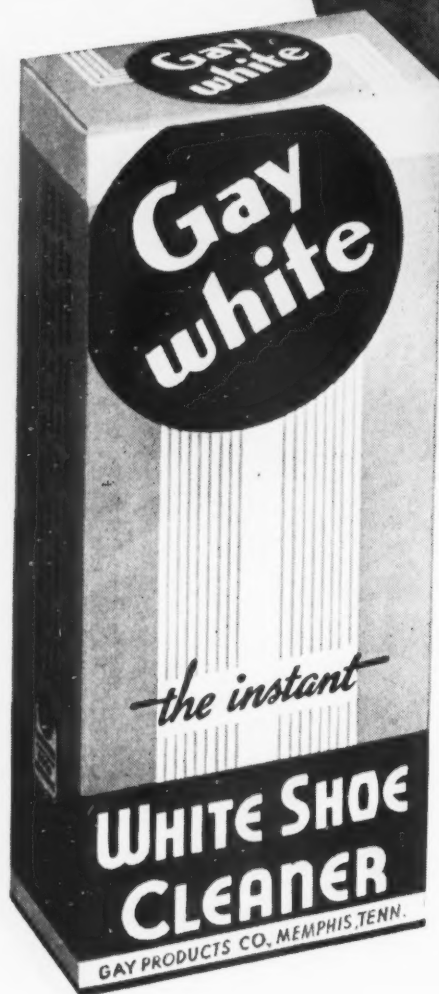
Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1

**FILLING MACHINES • CARTON FILLING & SEALING MACHINES • BAG & ENVELOPE  
FILLERS & SEALERS • TIGHT-WRAPPING MACHINES • COMPLETE PACKAGING LINES**



# "EYE APPEAL"...



... **INCREASED SALES** for  
"Gay white"

**A. C. M. Clay Coated Cartons can  
do the Same for Your Product !**

The drone of engines . . . heads go up . . . eyes focus . . . as this birdlike beauty flashes across the sky. That's "Eye Appeal"!

Your product, too, like Gay White Shoe Polish and this TWA plane should have "Eye Appeal" . . . should have the brilliance, the better printing, the extra rigidity of A. C. M. Clay Coated Cartons that cause consumers' eyes to focus on it where sales are made.

American Coating Mills is equipped and ready to give your product the attention value that increases sales. Send for a trained A. C. M. representative and let him show you the sales-producing difference that the "Eye Appeal" of A. C. M. Clay Coated Cartons can bring to your product.

## AMERICAN COATING MILLS, INC.

MAIN OFFICE • ELKHART, INDIANA

NEW YORK • 22 East 40th Street

Wrigley Building • CHICAGO

# BRONZE AWARD

## FOR PRINTED TRANSPARENT WRAPS

*in the 1936 All America Package Competition*



### These wrappers of SYLPHRAP

(Reg. U. S. Pat. Off.)

the Sylvania cellophane, printed by Forbes, present these sealed packages of dainty baby diapers in a charmingly attractive manner, and at the same time permit maximum visibility of texture. Of even greater importance is the hygienic

factor, which assures the purchaser of receiving material which is entirely sanitary and free from soil of handling.

SYLPHRAP renders a very special service to the entire textile industry.

SYLPHRAP brand of cellophane is "QUALITY'S BEST ATTIRE"

MANUFACTURED BY

**SYLVANIA INDUSTRIAL CORPORATION**

Executive and Sales Offices: 122 East 42nd Street, New York

**BRANCH SALES OFFICES**  
 120 Marietta Street, Atlanta, Ga.  
 201 Devonshire Street, Boston, Mass.  
 427 West Randolph Street, Chicago, Ill.  
 260 South Broad Street, Philadelphia, Pa.  
 809 Santa Fe Building, Dallas, Tex.



**PACIFIC COAST**  
 Blake, Moffitt & Towne  
 Offices and Warehouses in Principal Cities  
**CANADA**  
 Victoria Paper and Twine Co., Ltd.  
 Toronto and Montreal





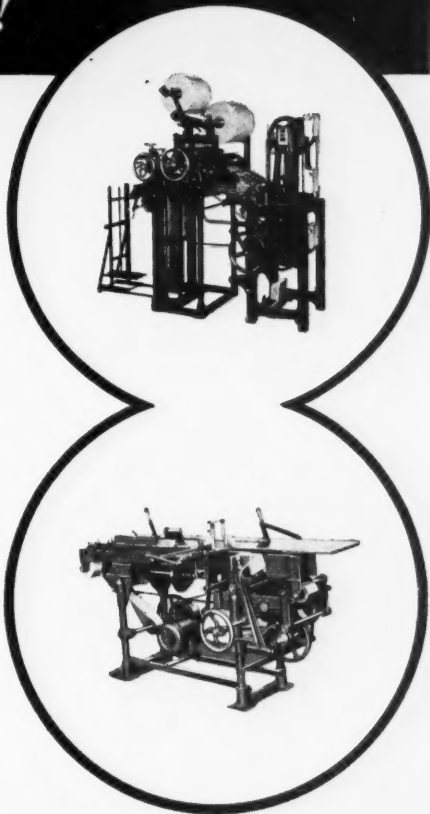
# JOIN THE PETERS PARADE *to Packaging Profits!*

The packages illustrated below are only a few of those which are handled on PETERS machines. These and many other companies have found it most economical to install PETERS equipment to increase their production and decrease their costs.

These machines are built in SENIOR and JUNIOR Models, ranging in production from 35 to 60 cartons per minute . . . Hand or automatically fed.

Machines to FORM and LINE cartons before filling and to FOLD and CLOSE cartons after filling.

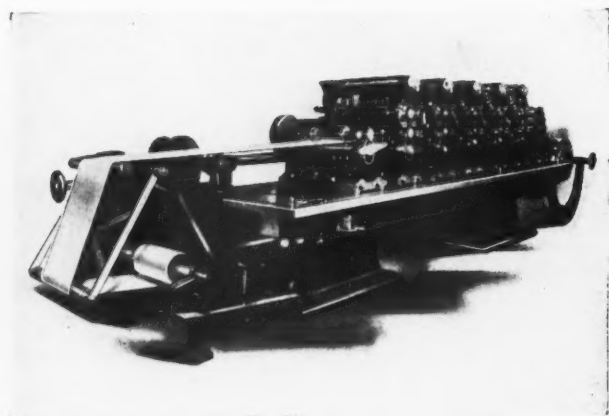
If you have a product you desire to package automatically at high speeds, call or write us and let our designers submit a package to you for your approval.



## PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois

## Take **BAGS** for instance



A Standard CHAMBON Bag Printing Machine.

It is a long journey from the old paper bag of the horse-and-buggy days of merchandising to its modern successor. No longer a poor relation in the packaging family, the modern bag usually serves as a display container for the product it identifies as well as protects.

Outstanding improvements in bag printing have enabled bag printers to offer more attractively printed bags without sacrificing the advantage of economy. From the heavy paper bag serving as a container for such bulk products as flour and coffee to the small transparent cellulose bag used for candy, bags have undergone a series of face-lifting operations designed to make them more appealing in appearance.

Leading bag printers have been quick to recognize the advantages of CHAMBON and CHAMPLAIN Bag Printing Machines. You will find them in the production lines at T. M. Royal & Sons, Union Bag & Paper Corporation, Arkell & Smiths, Benj. C. Betner, Continental Paper & Bag Mill Corporation, Dobeckmun Company, and other equally well known plants.

The CHAMBON Bag Printing Machine, like all standard CHAMBON and CHAMPLAIN machines, operates on the straight line production principle. Standard units, mounted on a substantial bed, perform all printing and finishing operations successively on a continuously moving web. They take a

roll of any kind of paper, print it in any number of colors, perforate it if required, and deliver it rewound in rolls for use in bag forming machines. (Bag forming machines may be equipped with CHAMPLAIN photo-electric cell control to insure synchronization of the previously printed design with the bag forming operation).

CHAMBON and CHAMPLAIN printing machines are designed to print by letterpress, dry offset, or gravure. Register is accurately controlled and make-ready practically eliminated. These machines will print successfully at high speeds on all types of paper including tissue, glassine, regular and moisture-proof cellophane, parchment, cardboard, and metal foil.

Machines are built to handle paper in roll form from six inches to 36 inches wide. There is no fixed diameter for type cylinders. Their diameter is determined by the work to be produced, making it possible to handle any feed length to one-thousandth inch accuracy.

For long-run jobs we furnish chrome-plated cylindrical engravings good for as many as 100,000,000 impressions. It is also possible to use curved electros, stereos, and rubber plates. In order to provide a completely rounded service, we maintain our own art, photographic, and engraving departments.

The same characteristics of adaptability, speed, and flexibility that have made CHAMBON so outstanding in the bag field, have brought economies and improved standards to other packaging applications. We shall be glad to make a study of your problem to determine what we can do for you. In writing for information about CHAMBON and CHAMPLAIN machines it will help us if you send samples or a description of the work to be printed and fabricated, together with data covering yearly requirements. Write to CHAMBON CORPORATION, Garfield, New Jersey.

**CHAMBON**  
& **CHAMPLAIN**  
ROTARY PRINTING PRESSES

MADE IN AMERICA



FULL VISIBILITY  
PROVEN RE-USE VALUE  
PROVEN SALES POWER  
PERFECT PRINTING  
PEAK POPULARITY

## HAVE YOU *really* LOOKED INTO RIGID TRANSPARENT CONTAINERS

Consider these facts:

Millions of rigid transparent containers are being used by many manufacturers with remarkable sales success . . . increases in many cases being in excess of 200% over former sales.

Hundreds of thousands of these containers have been sold this season, at high retail prices, on their own merits as household utility containers.

Costs have dropped way down . . . and quality is now as great or greater than that of non-transparent boxes. In short . . . the rigid transparent container has arrived. It's high time for you to consider it seriously.

The Nixon Nitration Works, makers of Nixon Transparent Sheeting, the raw material from which these superior containers are made, will gladly recommend a competent rigid-container fabricator. Write today for full details. Address—

WHAT IS

### NIXON TRANSPARENT SHEETING

This raw material, from which the finer transparent containers are made is an extremely clear, flexible and non-inflammable sheet, available in various weights. It is easily worked, fabricated and printed . . . it yields a superior transparent container at no extra cost. Ask your fabricator to show you samples of Nixon Transparent Sheeting or write us for samples and details.

Transparent Sheeting Division

**NIXON NITRATION WORKS**  
NIXON NEW JERSEY





# Let's look in the **POWDER ROOM**

—And see a few of the new packages that are catching the cash of feminine buyers. Pinaud, Spooner, Conti, Cashay, Quinlan, Bourjois, have introduced these interesting cartons developed from RIDGELO Clay Coated Boxboard.

A coincidence that RIDGELO was used for such carefully designed, well

printed boxes? Not at all, when you realize that a boxboard should offer brilliant, true ink reproductions—lifefast colors—bright varnish results—brush and embossed finishes.

**Ridgelo**  
CLAY COATED

Only RIDGELO has *all* these advantages. Ask your boxmaker for proofs on RIDGELO and compare!

Pinaud by Shuttleworth Carton Co. Inc., Spooner by Warner Brothers Company, Conti by The Wilkata Folding Box Co. Cashay by Simplex Paper Box Corp., Quinlan by Densen-Banner Co. Inc., Bourjois by E. J. Trum, Inc.

**MADE AT RIDGFIELD, N. J. BY LOWE PAPER COMPANY**

RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD"

Representatives: W. P. Bennett & Son, Toronto • E. C. Collins, Baltimore • A. E. Kellogg, St. Louis • MacSim Bar Paper Co., Chicago • H. B. Royce, Detroit • Pacific Coast Distributors: Blake, Moffit & Towne • Zellerbach Paper Co.









keller·dorian

*The*

HOUSE OF QUALITY

# STAINLESS METAL FOILS

"THE UTILITY LINE"  
Made in America

## PROTECTION PLUS EYE APPEAL

### KELLER-DORIAN STAINLESS METAL FOILS

represent an assortment of distinctive qualities manufactured with the skill required to produce the unusual.

### KELLER-DORIAN STAINLESS METAL FOILS

are Heat-Proof, Odor-Proof, Light-Proof, Vermin-Proof, Moisture-Proof, Brilliant-Proof.

### KELLER-DORIAN STAINLESS METAL FOILS

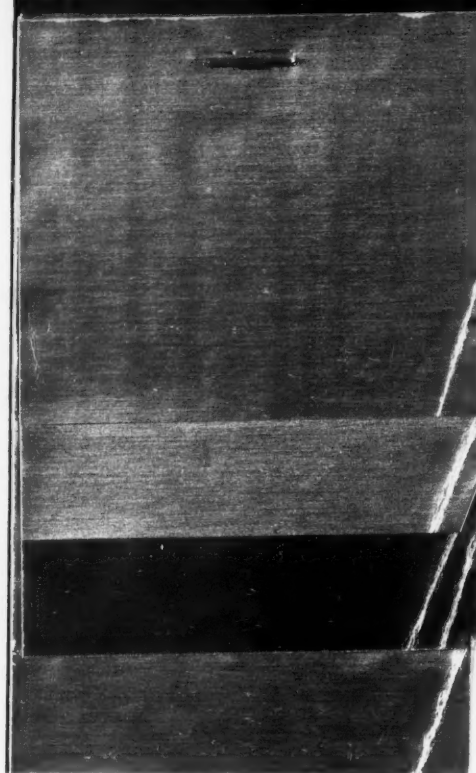
—the Practical and Economical Genuine Metal Leaf Cover, made of only the Best Quality Aluminum of Uniform Thickness.

### KELLER-DORIAN STAINLESS METAL FOILS

are manufactured in Stamford, Conn. Therefore, we are prepared and thoroughly equipped for excellent delivery service.

### KELLER-DORIAN STAINLESS METAL FOILS

are attractively and completely displayed in our 1937 Catalog which is at your disposal.



# EMBOSSED STAINLESS METAL FOILS

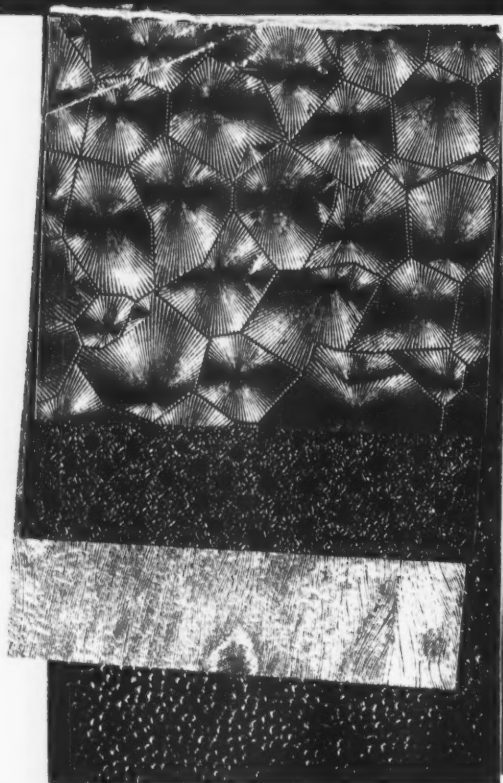
"THE UTILITY LINE"  
Made in America

The unique creations created entirely by Keller-Dorian, together with the full assortment of delicate pastel shades and darker hues of foil colors, make 1937 EMBOSSED STAINLESS METAL FOILS the most outstanding and complete embossed line on the market.

KELLER-DORIAN EMBOSSED STAINLESS METAL FOILS command attention—not merely passing fancy.

The widespread demand for our unusual Embossed Foils conclusively demonstrates their popularity.

Our full and complete line of EMBOSSED STAINLESS METAL FOILS is also included in our unusual 1937 Catalog.



KELLER-DORIAN PAPER CO., INC.  
390 FOURTH AVENUE, NEW YORK, N. Y.



# VELOURS

YEAR AFTER YEAR, BOXES COVERED WITH KELLER-DORIAN VELOURS ARE SELECTED BY THE JUDGES OF THE ALL-AMERICA PACKAGE COMPETITION.

Exquisite colors only obtainable in KELLER-DORIAN'S VELOURS, together with their outstanding working qualities, merit the commendation bestowed on them by these awards.

This inevitable recognition again demonstrates the superiority of materials and workmanship utilized in their manufacture and spells the success attained since Keller-Dorian originally invented this particular type of paper.

Our new designs created by Keller-Dorian especially for Velour Papers further enhance the beauty of KELLER-DORIAN VELOURS.

Our 1937 Velour Catalog containing our full range of colors, together with our new designs, is available upon request.



# CONTINENTAL GLOSS

Made in America

CONTINENTAL GLOSS comes to you in many colors and designs. The soft luxurious effects shown in our 1937 Continental Gloss Catalog will lend to your

BOXES

CARDS

CATALOGS

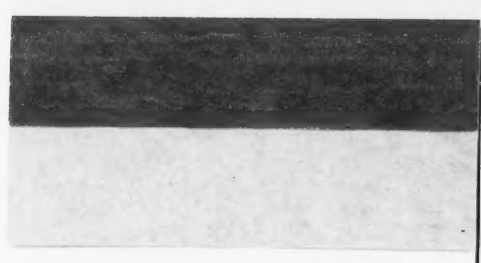
DISPLAYS

Beauty and Character.

CONTINENTAL GLOSS will meet with the approval of your most exacting customers.

SMART, PRACTICAL AND ECONOMICAL.

Our 1937 CONTINENTAL GLOSS Catalog is available upon request.



KELLER-DORIAN PAPER CO., INC.  
390 FOURTH AVENUE, NEW YORK, N. Y.



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- PAPER SALES LIMITED, 1070 Bleury Street, Montreal, Canada







# SHIPPING TRAGEDY NO. 1



Three high-priced men worked three months to produce

this handsome package.



It was packed with 23 others



and shipped

by train



and truck



to a progressive dealer's. An intensive sales

campaign



preceded it—and expensive advertising



heralded its

arrival. The stage was set for big sales volume. BUT . . . when the dealer unpacked

it, the package looked like this



and was hidden away in the back room.

Two months later, the dealer brought it out (along with others in the same condition),

put a sign



on it . . . and got it off his hands at no profit. SO . . . the

manufacturer found he had wasted



design cost,

advertising, sales campaign and dealer good-will . . . all because the shipping

container couldn't protect his fine new packages.

CONCEALED DAMAGE costs shippers millions of dollars a year. Inadequate shipping containers may arrive in acceptable condition, when the exigencies of shipping have ruined or seriously damaged a large part of their contents. CONCEALED DAMAGE can be eliminated through Container Corporation's method of "Packaging by Prescription"—where each shipping container is designed and constructed solely for the particular products it is to carry and the particular shipping trials it will undergo—and then tested and retested under the actual conditions it will meet when put to work. Our representative can show you where Concora containers will save you money. Get in touch with him.

Reprints available: A. P. Kivlin's article. "Corrugated Fibre Container Failures—Their Causes and Remedies." See coupon below.

CONTAINER CORPORATION OF AMERICA, Dept. B-4, 111 West Washington Street, Chicago, Ill.  
Gentlemen: Please send me a copy of "Corrugated Fibre Container Failures."

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

## CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS  
MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS

# NEXT MONTH!

*Modern Packaging presents a completely new study of Gift, Holiday and Seasonal Packaging . . . a study that shows you how to plan your Gift packages for the utmost in display values and sales appeal.*

## DON'T MISS THE MAY ISSUE OF MODERN PACKAGING

With the May issue, Modern Packaging inaugurates a series of intensive research studies that will prove invaluable to every packager. Unless you are a subscriber to Modern Packaging you will not be sure of getting the May issue, with its complete report on the Holiday and Packaging survey.

Use the card you will find enclosed in this issue and subscribe now. Five dollars insures your getting Modern Packaging for a full year. Eight dollars brings it to you for two years. Act now.

## GET THE ANSWERS!

How to choose color for greatest display effectiveness.

\* \* \*

How to tie in with fall and winter fashions.

\* \* \*

What leading stores want in Gift Packages.

\* \* \*

500 Cosmetic Packages analyzed.

# MODERN PACKAGING

425 FOURTH AVENUE

NEW YORK CITY



## SEND FOR THIS FOLDER

### TWO NEW IDEAS

1. Hermetic Sealing of tubes to eliminate seepage difficulties.
2. "Fat-filling" of tubes to increase sales appeal — or save tube metal.

Ask for Bulletin No. 701



**F.J. STOKES MACHINE COMPANY**  
PHARMACEUTICAL EQUIPMENT

ESTABLISHED  
**1895**

5970 Tabor Road

Olney P. O.

Philadelphia, Pa.

APRIL 1937

19





### for BEICH

—this package with appropriate gold Metaledge, printed in gold and blue, has tremendous advertising value as a counter display.

### for PARIS Lastex

—this ingenious transparent spool guards against dust, deterioration; easily re-filled.

### for PROPHYLACTIC

—this sanitary, ventilated tooth-brush container. Welded base and cap. Useful as a traveling container.

## For these NATIONAL MANUFACTURERS we designed these . . . DISTINCTIVE TRANSPARENT PACKAGES



THE logical choice of the manufacturer who wishes to show his product to best advantage, is transparent packaging. PARFAIT Transparent Packages of SAF-T-LOID were chosen by manufacturers whose products are shown here, because in each case, one or more of

PARFAIT'S exclusive construction features solved a particular problem. Correct, eye-catching design, remarkable clarity and transparency, and amazingly sturdy construction with welcome re-use possibilities, have won preference for Packages by PARFAIT with manufacturers of a wide variety of products.

### May we suggest . . . A TRANSPARENT PACKAGE FOR . . . Your Product?

From both a designing and production standpoint, Parfait is prepared to give a prompt, complete and intelligent packaging service. No matter how "different" your product may be, Parfait can suggest a transparent package to solve any display or selling problems. Parfait's Metaledge construction (patent pending), a slim band of colored metal inseparably combined with the Saf-T-Loid, gives an added touch of beauty, and saves money because it allows the use of less costly weight. Send us a sample of your product, tell us where and how it is sold, and in what units, and let us suggest a transparent package that will add to its attractiveness, protect it against dust and deterioration, and multiply its sales-appeal!

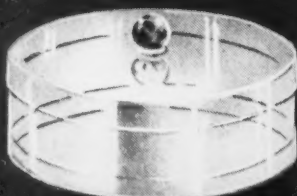


PARFAIT POWDER PUFF COMPANY  
(SAF-T-LOID PACKAGE DIVISION) 1500 N. Ogden Ave., Chicago

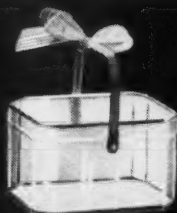
SAF-T-LOID

# Packages by Parfait

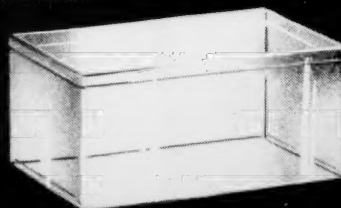
IS THERE AN IDEA FOR *You* HERE?



Drums to 7" in diameter. Suggested for cakes, candies, flowers, bonnets, etc.



A daintily ribboned Metaledge basket. For candy, nuts, cookies, fruits, flowers, etc. Various sizes.



Metaledge, also in various sizes. For corsages, lingerie, knit goods, slips, etc.

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# Announcement

To Those Seeking the Unusual in Cover Papers.

A. Sanderson & Sons of England, one of the largest and best equipped manufacturers of Fancy Papers in the world, announce the establishment of an American Sales Branch.

Sample books containing scores of exclusive and original designs are available. The manufacturing facilities of this mill are now at the disposal of American package users and their boxmakers.

We suggest that it may be worthwhile for you to see this fresh, new line of Fancy Papers before making a change in your present coverings.



**SANDERSON PRODUCTS, Inc.**

48 WEST 48th STREET  
NEW YORK CITY

TEL. BRUNY 2-4880



# Coverings

## FOR YOUR NEW PROSPERITY PACKAGES

Packages that seemed so attractive a year ago have a distressing habit of losing their lustre. They may need fresh sparkle to lift them out of the competition for your customers' attention.

To meet the exacting demands of modern packaging technique, Cover Papers must embody the finest of design with the best of printing quality.

A. Sanderson & Sons are meeting the demand for Fancy Papers all over the world. Their facilities for printing, embossing, coating, hand manufacture and special orders are limitless.

New sample books for the American trade are now ready for distribution. Included among the scores of exclusive designs available for the first time may be the particular covering that will infuse your package with sales vitality.



**SANDERSON PRODUCTS, Inc.**  
48 West 48th St., New York City

TEL. BRYANT 9 - 4650

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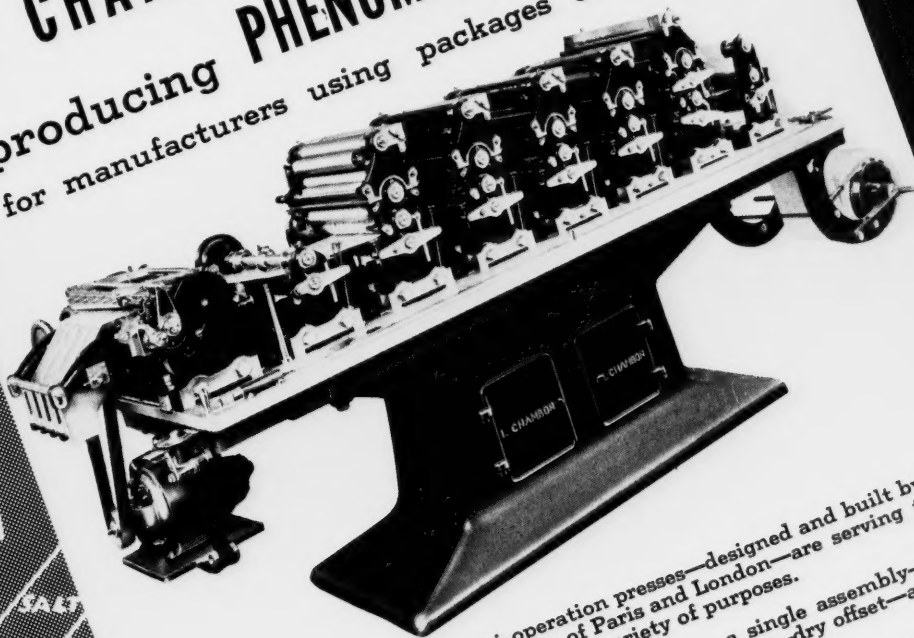
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Throughout the world  
**L. CHAMBON** machines are  
 producing **PHENOMENAL SAVINGS**  
 for manufacturers using packages of all types



L. C. Automatic Rotary Multi-operation presses—designed and built by the world-famous firm of L. Chambon of Paris and London—are serving thousands of package users for an infinite variety of purposes.

All operations are performed simultaneously in a single assembly—prints from rolls in one to five or more colors—letterpress—dry offset—aniline—rotogravure or combinations of these methods.

Machine can be equipped for varnishing, printing face and back, also for creasing, embossing, perforating, slitting, sheeting, die-cutting, rewinding, etc.

Actually a series of simple units, lined up on a single base, geared to a single power source, working on a single web of paper or board. The resulting perfection of workmanship and the speed of operation guarantees a better product at far lower than customary costs.

Write today for details about installations and an analysis of your own requirements.



L. C. Machines make  
 Square Labels  
 Die-cut Labels  
 Wraps  
 Cartons  
 Tabs  
 Bags

**L. C. MACHINERY CO., Inc.**

460 West 34th Street NEW YORK CITY

MEDALLION 3-5383

American Affiliate of L. Chambon, Paris Chambon, Ltd., London



"In my opinion, many excellent food products are less popular than they deserve to be because women find it hard to remove the seals."

FOOD EDITOR  
PARENTS' MAGAZINE

NOTE: This is not a testimonial; just an authoritative statement of fact.

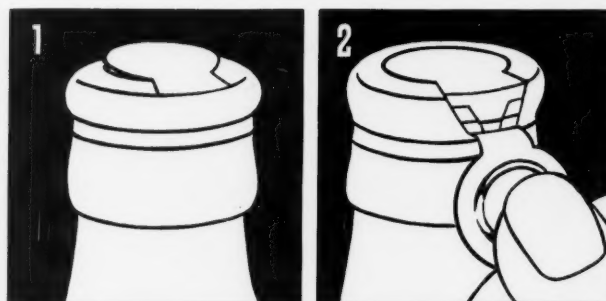
## *Do your ears burn?*

It's no laughing matter, this difficulty women have in opening bottles and jars. It chokes off sales and good will, too.

Remove this handicap by using Goldy Reclosure Seals on your product. Removing them is no effort at all for women. An easy pull tears the tab and the inner seal lifts right off.

In opening, this inner seal is not deformed in any way; can be snapped on and off again as long as needed for re-sealing unused contents.

You can use Goldy Reclosure Seals for cold packed, hot packed, sterilized and vacuumized foodstuffs of all kinds. Rapidly applied by hand or machine. Write for samples and complete data. ALUMINUM SEAL COMPANY, Department P-4 New Kensington, Pennsylvania.



1. The Goldy Reclosure Seal is a vacuum-tight closure.

2. Scored tab tears easily so locking band can be removed.

3. Lugs on inner disc snap back on bottle for resealing.



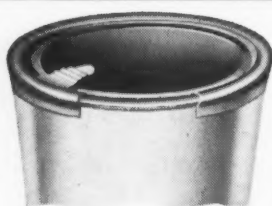
*Alseco*

TRADE MARK

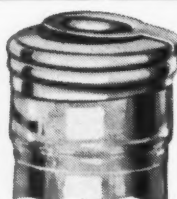


REG. U. S. PAT. OFF.

SEALS AND SEALING MACHINES



Goldy Tumbler Seal



Plain Goldy Seal



Easy-opening R-O Seal



Alseco Foil Capsule



# *“SELL WITH SPARKLE”*



*Sparkle* of Aluminum finishes signals to the shopper, starts the sale.

Attention-compelling Aluminum finishes can be used on all varieties of cans, labels, tags, leaflets, literature. Ask your packaging expert. And if you want the most brilliant sparkle, compare samples in which

Alcoa Albron Paste or Powder is the pigment. Leading manufacturers of inks, paints, and special finishes furnish Alcoa Albron Paste and Powder with the proper vehicles, and they will be glad to confer with you or your suppliers. ALUMINUM COMPANY OF AMERICA, 2129 Gulf Bldg., Pittsburgh, Pa.



ALCOA ALBRON PASTE AND POWDER FOR  
ALUMINUM INK

# It's a SUN TUBE



## Sun Tubes Score Clean Sweep— Bromo-Seltzer Unitainers\* Win A.M.A. Award!

VITALIS SEALTUBES by Sun won the Gold Award in Modern Packaging's annual show. And now Sun's Unitainers for Bromo-Seltzer have been awarded Honorable Mention in the Irwin D. Wolf Competition, sponsored by the American Management Association for "the most effective package designed to add to consumer convenience."

Sun congratulates Bromo-Seltzer on this expert acclaim of its package—"a notable contribution to the higher development of packaging as a merchandising instrument."

\*Reg. U. S. Pat. Off.

No container is more convenient than single-dose Unitainers by Sun. They are easily opened by the fingers. The precise measurement of the contents eliminates overdosing, waste and guesswork.

Refilling and substitution—tampering and dilution—are impossible. Once used, Unitainers are thrown away.

### Product Protection— An Important Unitainer Feature

Sun Tube's latest development—an ingenious fused closure applied by exclu-

sive machines—obviates leakage worries. Unitainers' seamless construction prevents light, air and moisture damage. They are opaque and hermetically-sealed.

Manufacturers of powders, liquids, creams and foods are now using Unitainers to the advantage of their products. Perhaps a new and modernized container like the Unitainer is exactly the sales-spur *your product* needs. Unitainers are economical. There's scarcely a limit to their sizes and product adaptations. Write for details, specifications and prices to Sun Tube Corporation today!

## SUN TUBE CORPORATION • HILLSIDE, N. J.

CHICAGO, ILL.	DETROIT, MICH.	CINCINNATI, OHIO	ST. PAUL, MINN.	LOS ANGELES, CALIF.
Harry Holland & Son, Inc.	Harry Holland & Son, Inc.	R. B. Busch	Alexander Seymour	R. G. F. Byington
400 W. Madison St.	1941 W. Fort St.	1012 Elm Street	1745 University Ave.	1709 West 8th St.



Jobber Tuttle gets a sure-fire merchandising idea from Packer Smith:

SMITH: "Here's a set of the new TRU-TONE Labels for our complete line, Jim. Dealers know our quality. Show these labels . . . they'll sell the goods."

TUTTLE: "That sounds like you've been talking to some of my dealers."

**U-S TRU-TONE LABELS**  
INCREASE VISIBILITY, APPETITE LURE AND SALES APPEAL

*Sell* WITH THE TREND . . .  
TRU-TONE IS THE *New*  
MERCHANDISING IDEA . . .



A DEMONSTRATED success, "U-S" TRU-TONE Pictorials represent the modern trend in canned goods merchandising. To Jobbers and Dealers, TRU-TONE Labels mean faster turn-over.

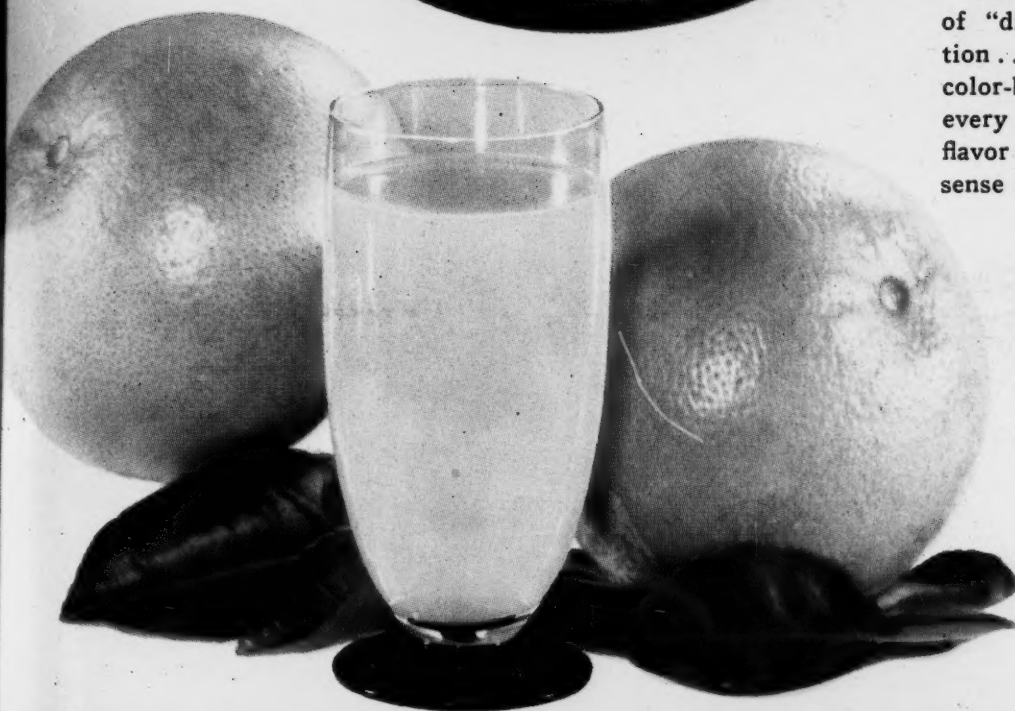
TRU-TONE is the new "U-S" process of "direct-from-the-product" reproduction . . . amazing in its fidelity to natural color-brilliance . . . true-to-nature in every detail that expresses delicacy of flavor . . . realistic in its appeal to the sense of taste.

"U-S" TRU-TONE Pictorial Vignettes will add new selling urge to your labels and stimulate preference for your brand. Plentiful variety—typography or lithography.

Exclusive designs, if desired. Send for samples and compare.



These "U-S" TRU-TONE Pictorials, prepared exclusively for Stokely Bros. and Company, are reproduced here from the actual label plates.



**THE UNITED STATES PRINTING & LITHOGRAPH COMPANY AND DIVISIONS**

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**CCS**  
*Closures*

BETTER SEALING FOR YOUR PRODUCT



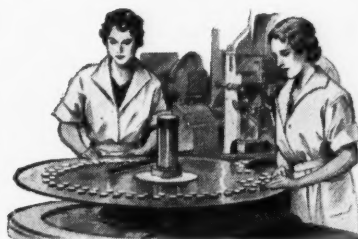
**M**AKE no mistake about it, CCS Screw Caps *are* different. They are the only caps with the Deep Hook Thread . . . a feature that assures definite advantages in the sealing of your product.

Because of this patented thread construction, CCS Screw Caps spin on the glass thread faster—seal tighter with the same application force—and are far easier to remove. For many users of screw caps they have solved the problem of obtaining better sealing at no increase in cost.

Give your product the benefit of the increased efficiency and security which CCS Screw Caps provide. An adequate supply for testing will be sent without cost or obligation.

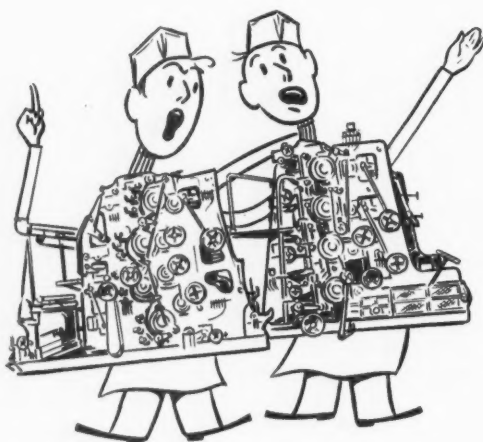
**CROWN CORK & SEAL COMPANY • BALTIMORE, MD.**

*World's Largest Makers of Closures for Glass Containers*

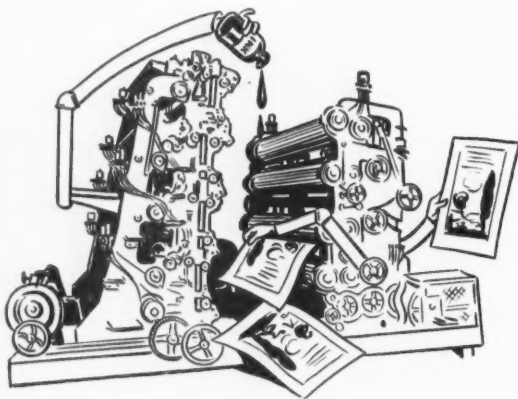


#### CONTINUOUS INSPECTION

Rigid standards of quality have much to do with the sealing efficiency and dependability of CCS Screw Caps. Continuous inspections and tests of materials and increasing vigilance in fabrication combine to produce screw caps of the highest degree of perfection.



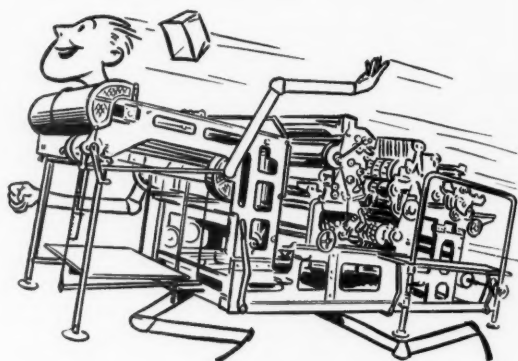
1 If you want wrappers that are neat  
Our products simply can't be beat  
We'll cover anything to eat  
And make it seem a bigger treat.



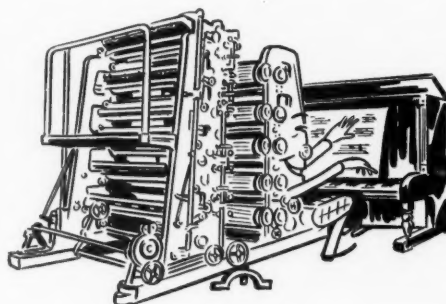
2 The ink in us flows smoothly through,  
It's quickly regulated, too,  
So colors keep their proper hue  
Each tone comes out exactly true.

5 There's one more thing we'd like to stress  
Below you'll find our firm's address  
Don't trust your printing to a guess —  
But call upon the Kidder Press!

3 Although we run with lightning speed,  
In paper register we lead;  
Our automatic paper feed  
Controls the sheet and does the deed.



4 For accurate touch, you will acclaim  
Our easily adjusted frame,  
We keep the values just the same  
As from the artist's pen they came.



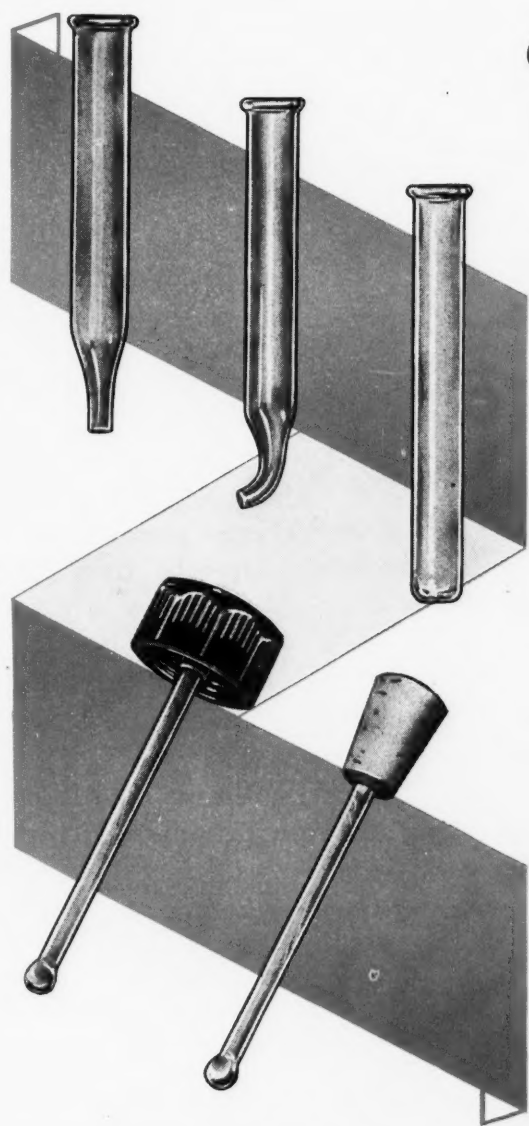
*Send it to* KIDDER



Address U. P. M. — Kidder Press Co., main  
offices at Dover, N. H. Also: Chrysler Building,  
N. Y., Fisher Building, Chicago, Ill. In Canada:  
Toronto. On Pacific Coast: Harry W. Brintnall Co.



# KIMBLE DROPPER GLASSES and APPLICATOR RODS



SUCCESSFUL packages are achieved only when every detail has been carefully planned. Kimble Dropper Glasses and Applicator Rods are two of the items which will help to attain this desirable result.

Kimble Dropper Glasses have strong thick walls and the outside diameters are held within small variations. The *exclusive new Kimble flared flange* is a distinct improvement giving assured uniformity of outside diameter. The points are smoothly finished. All sizes and types of dropper glass nipple ends and points can be supplied.

Kimble Applicator Rods are produced by an exclusive process which gives a *perfectly formed ball end finish*, symmetrical and concentric. The minimum variation of rod diameters assures accurate fitting in corks or closure wells.

Kimble Dropper Glasses and Applicator Rods are thoroughly annealed (strain-free) thus providing greatest possible safety to the user. Careful inspection insures shipment of perfect glasses and rods.

We invite consultation with our New Use and Research Department on your packaging requirements. Prices and specifications given promptly on request.



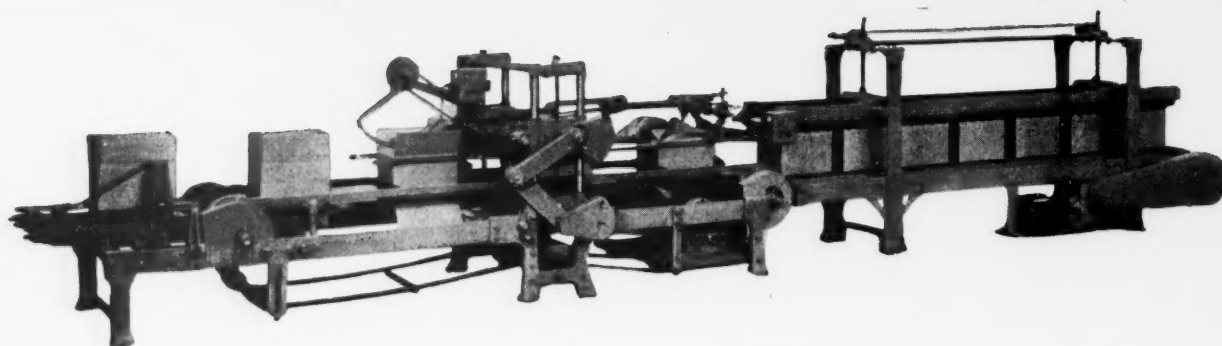
• • • The Visible Guarantee of Invisible Quality • • •

**KIMBLE GLASS COMPANY . . . . VINELAND, N. J.**

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

# STANDARD CASE SEALERS

The "STANDARD" For All Industry



Our increase in volume of business, a large percentage of which is repeat orders from customers already using our equipment, is proof positive of the claim that our equipment is standard in its line.

Our machines are 100% automatic in operation. Our service we believe to be as near perfect as it is humanly possible to make it.

Our experience with packing room problems is of great value to customers contemplating changes in existing plants or the planning of new layouts.

Our service and our engineering experience are at all times available.

## STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 32nd PL.,  
LONG ISLAND CITY, N. Y.

208 W. Washington Street  
CHICAGO

1001 Society for Sav. Bldg.  
CLEVELAND

909 Western Ave.  
SEATTLE

420 S. San Pedro St.  
LOS ANGELES

189 Second Street  
SAN FRANCISCO

Windsor House, Victoria St.  
LONDON, ENGLAND



# *The Beautiful Clipper*

## **DEFIED THE SEVEN SEAS**



THE OLD CLIPPER SHIP was a masterpiece of marine architecture. It was not only beautiful but it was extremely durable. Sailing the seven seas year after year, it defied wind and wave that would have been the undoing of a less sturdy ship.

- ★ **EGYPTIAN PAPER LACQUER** does not cope with wind or wave, but it does defy equally destructive forces in the printed paper field. Impervious to dirt, grease, alkali, alcohol, scuffing and marring, **EGYPTIAN PAPER LACQUER** is the ideal finish for Cartons, Booklets, Displays, Wraps, Labels and a host of other items on which it is used. Like the clipper ship, it has eye appeal as well as endurance.
- ★ **EGYPTIAN PAPER LACQUER** produces a glossy, water-white, flexible film which does not discolor light or white areas and does not darken with age. Neither is it affected by climatic changes.

*We invite your inquiry for details*

**THE EGYPTIAN LACQUER MANUFACTURING COMPANY**

Rockefeller Center

New York, N. Y.

*This insert is treated with one coat of Egyptian Paper Lacquer*

# **EGYPTIAN LACQUER**



**AND**  
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**YOUR**  
Royal r

**THO**

**NEW YORK**  
**ST. LOUIS**  
**SYRACUS**



# Oh Boy!

AND just as long as they are good, he never gives a thought about how they get within reach of his ready fork . . . that's something the people who package the flour can worry about!

And many Millers have found Bags by Royal to be the most inexpensive and satisfactory solution to their packaging problems. Flour, however, is but one of thousands of products that find their way to market in crisp, attractive Bags by Royal.

Made of almost any material, or combination of materials that lend themselves to bag construction, Bags by Royal are outstanding for their economy, fine construction and precision printing. Ask Royal to aid you in developing the proper bag for YOUR particular sales requirements. There is a Royal representative in your locality. Write today.

## THOMAS M ROYAL & CO

PHILADELPHIA U S A

NEW YORK CHICAGO DETROIT PITTSBURGH BOSTON  
ST. LOUIS MINNEAPOLIS SAN FRANCISCO DAYTON  
SYRACUSE FORT WORTH ATLANTA HOUSTON





## For SHAKESPEARE'S Finest Fishing Lines These ELEVEN New PERFECTO-CUT LABELS

Unborn is the angler who can stay off the hook when he sees these Shakespeare lines. For Shakespeare builds up the effect with cleverly lacquered paired spools, with colorful set-up boxes and with—most important of all—embossed gold and silver foil labels.

Like the gleam of a trout as it breaks the surface in the sunlight, these labels catch the angler's eye. And like a double barbed hook they hold him until the purchase is complete.

Yet remember one thing. Perfecto-cut labels catch not only anglers. They are working, day after day, for hundreds of other products, with phenomenal sales results. They can work for you . . . and at far less cost than you would expect.

Write us for full details. Call upon our design and merchandising staff without obligation. Address—



LABEL DIVISION OF  
**The TABLET & TICKET CO.**  
1019-M WEST ADAMS STREET, CHICAGO, ILLINOIS

115 EAST 23rd STREET  
NEW YORK

407 SANSOME STREET  
SAN FRANCISCO



**LIGHT**  
AS A FEATHER

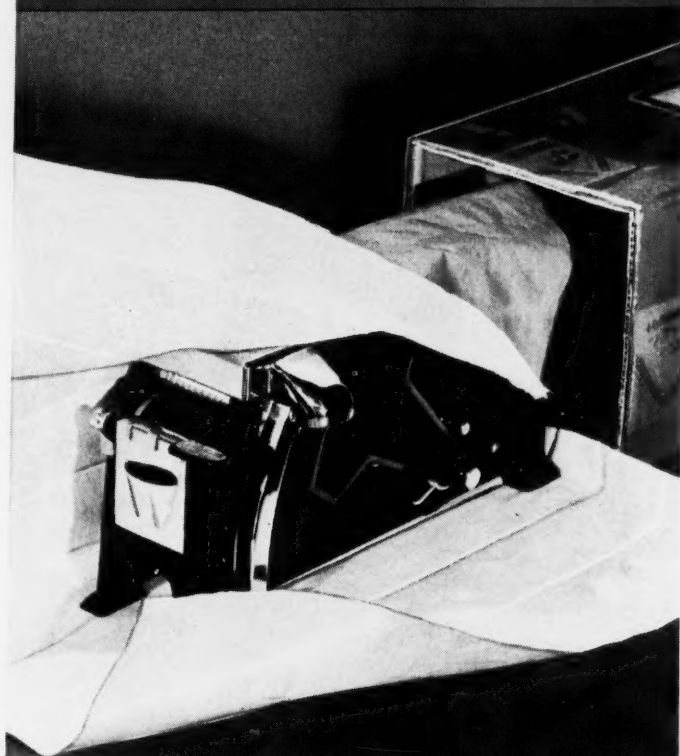
**SOFT**  
AS WOOL

**Kimpak**  
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES  
**CREPE WADDING**

**ABSORBS**  
LIKE A SPONGE

**GIVES**  
LIKE A SPRING

# PROTECTS AMERICA'S "BEST SELLERS" AGAINST SHIPPING DAMAGE



## NASHUA PACKAGE SEALING MACHINE — ANOTHER "BEST SELLER" PROTECTED BY KIMPAK

This useful machine gets complete protection from jolts and jars during shipment. The Nashua Package Sealing Co. has chosen KIMPAK Crepe Wadding so that their sealer is ready for demonstration immediately on arrival. Your product can be just as easily and efficiently packed with KIMPAK.

● Does your product lose some of its sales appeal between factory and sales floor? That's certain to be the case if your goods are marred in transit. Why not guard against costly shipping damage — use KIMPAK Crepe Wadding and make sure your shipment arrives in perfect condition—factory-fresh and ready for instant sale?

There's a size and thickness of KIMPAK for every job. You can completely protect any kind of article from cosmetics to motorcycles. You can safeguard fine finishes and prevent breakage. Like hundreds of manufacturers of America's "best sellers", you, too, can rely on KIMPAK to insure shipment without damage.

The low price of KIMPAK will allow new shipping room economies. It's so easy to handle that you'll find new shipping room efficiency. No waste, no muss, KIMPAK is as easy to use as a piece of string. This modern material is clean, snowy-white, light, flexible and absorbent... To learn more about KIMPAK, simply mail coupon today for *free* portfolio of samples and illustrations of actual usage.

## KIMBERLY-CLARK CORPORATION Neenah, Wisconsin

**Sales Offices:** 8 South Michigan Avenue, Chicago  
122 East 42nd Street, New York City  
510 West 6th Street, Los Angeles



### FREE! 1937 Portfolio of KIMPAK

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin.

Address nearest sales office:  
8 South Michigan Ave., Chicago  
122 East 42nd St., New York City  
510 West 6th St., Los Angeles

MP-4

Please send us the 1937 PORTFOLIO OF KIMPAK.

Company.....

Address.....

Attention of.....Our product is.....

**BEST-SELLERS MUST** *Be Good AND Look Good!*

APRIL 1937

31

# LISTERINE

## *Switches to Durez*

THE LAMBERT PHARMACAL CO., searching for a better closure, examined every type on the market and selected DUREZ. Here are the reasons.

### EASY TO OPEN

Screw the cap just as tightly as you please, you can't damage the husky Durez threads, or jam the closure. It always opens with just a twist of the finger.

### TIGHT SEAL, MORE SANITARY

The Durez cap fits closely to the glass lip, prevents dust from accumulating, safeguards Listerine's purity.

### GREATER BEAUTY

Durez' satiny lustre makes this cap far more beautiful than other types of closures. And it will stay beautiful. Wear and moisture can't dull its brilliance or rust it.

### CHEMICALLY INERT

Durez is immune to all the chemicals in Listerine, will never corrode.

### PERMANENT IDENTITY

The Lambert trade-mark is molded right into the top of the cap.

Why not investigate the possibilities of Durez for your own package? For further information, suggestions and free monthly "Durez News" write General Plastics, Inc., 124 Walck Road, North Tonawanda, N. Y.

General Plastics'

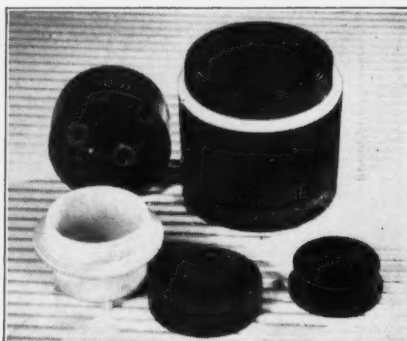
**DUREZ**  
MOLDING COMPOUNDS



BOTTLES AND CAPS BY OWENS-ILLINOIS GLASS COMPANY



Cap with two uses. Here's a Durez closure that's also an eyecup. It's strong, pleasant to touch, can never chip, splinter or rust. It brings new convenience and utility to the Feyex eyewash bottle.



Labeling simplified. The new Dermalure three-piece jars are light as a feather, molded in contrasting white and black Durez. The name is engraved in the side, eliminating pasted-on labels.



Taking advantage of Durez' sculptural possibilities, Cutex created one of the outstanding nail polish kits of recent years. The finish is sleek and lustrous, never scratches, peels or dents... the kit looks new indefinitely.





*Masha*



CHRISTMAS BOX COVERINGS









PAPER DESIGNATIONS  
FROM TOP SWATCH  
DOWN

No. 3702F  
No. 3704D  
No. 3701  
No. 3700E  
No. 9152  
(Platinum)  
No. 3703  
(Back Sheet)

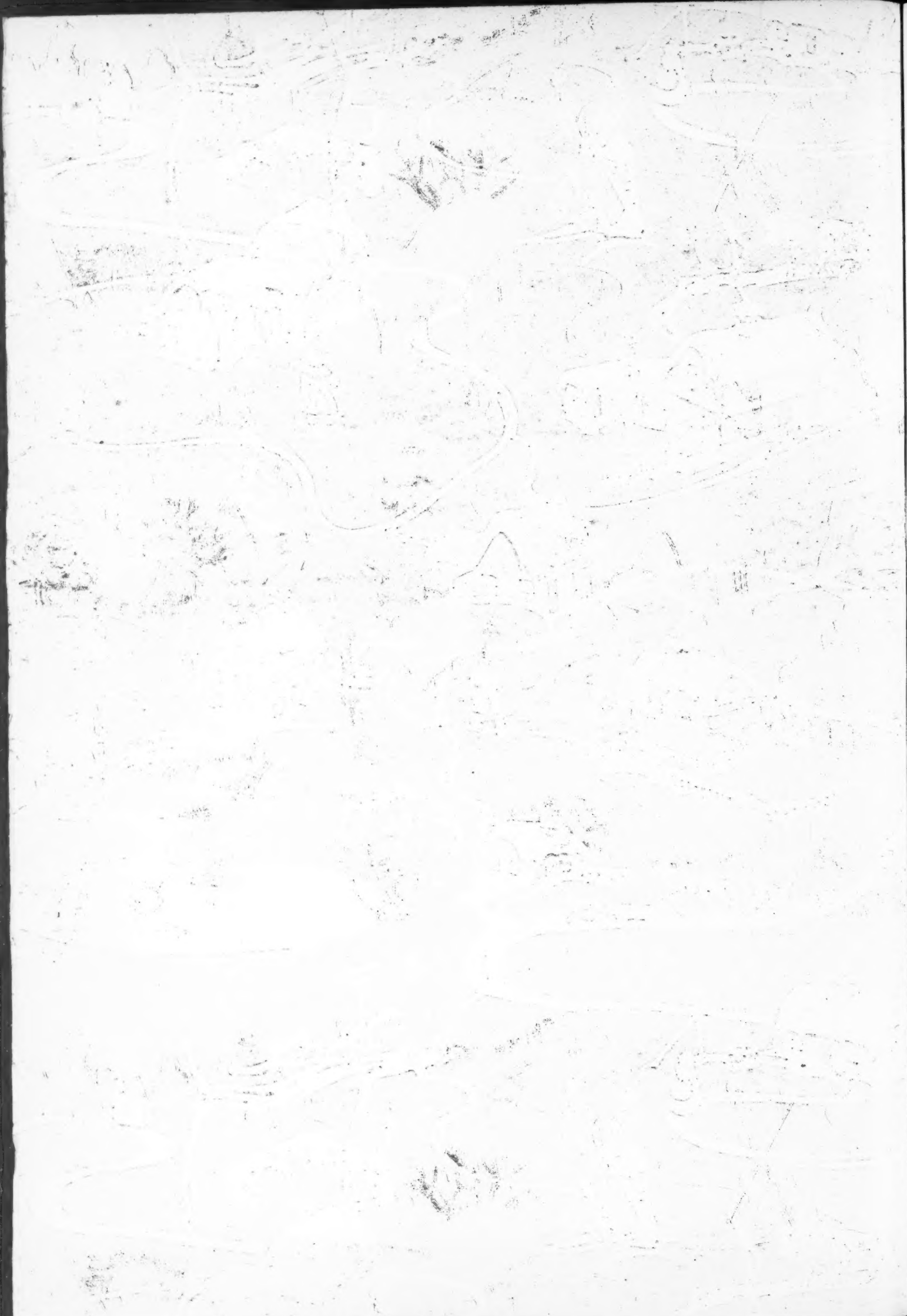
**W**E offer five new Christmas paper designs. All of them are practical papers, presenting no production problems. All of them are within a reasonable price range. They differ in design and color combination but each one is effective in brilliancy, beauty and attention-getting, sales-making value. Plan your Christmas packaging now. We will be glad to send you full sheets for dummy purposes on request.

**COATED DIVISION**

*Nashua* GUMMED & COATED PAPER CO.  
NASHUA, NEW HAMPSHIRE

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# VICTOR ALUMINUM TUBES

## *Mr. Temple Speaking*

(The Third of a Series of Talks on Aluminum Tubes)

### Here's a real test.

Take this tube that I am holding—it's a Victor Aluminum tube. Squeeze it in the palm of your hand. See how easily it crushes. That's because by our annealing process we take all of the stiffness out of the aluminum that is normally hard and stiff.



He knows  
tubes from  
cap to clip

A Victor Aluminum tube can stand crushing and rolling and more crushing, all the way to the shoulder. With all this abuse, it comes through with sound walls.

Most consumers are careless about the way they handle their tubes. Some of them squeeze the tube, others crush it, starting from the middle, some roll it, leaving part of the contents to bulge the tube. It should be worth a good deal to you to know that your tubes can stand this strain and still not develop leaks.

Most consumers also want the cap to roll on to the neck without fussing around for the threads. The rigid neck to which the cap fits without fuss, is another outstanding feature of Victor Aluminum tubes.

And economically speaking, there's the money you save when you use Victor Aluminum tubes. Shall we send you samples and prices?

Where your product is such that you must use a tin tube, or where a lead tube or tin-coated lead tube will serve your purpose, let us quote you on these grades. Samples on request.



VICTOR METAL PRODUCTS  
CORPORATION  
196 Diamond Street, Brooklyn, N. Y.

Located in the heart of the metropolitan district, close to the shipping terminals, we can make prompt deliveries to any part of the country. Protect yourself against shutdowns and delayed deliveries by placing your requirements in our hands.

# "Ritchie Has 71 YEARS of Packaging Experience"

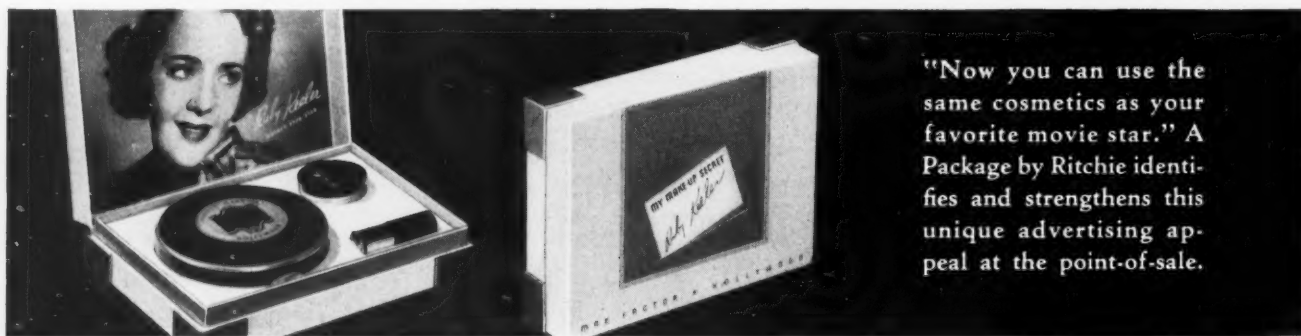


We don't blame the gentleman. He's a manufacturer with packaging problems. And it must get pretty tiresome hearing a lot of "biggest, oldest and best" six days a week.

But consider what Ritchie's 71 years of experience in designing and manufacturing packages for leaders in nearly all fields really means. It means that Ritchie knows markets. Knows the packaging factors important in these markets. Knows what dealers want — the preferences of consumers. Knows the sales and merchandising problems of the manufacturers. It

means that by applying this *knowledge that only experience gives* Ritchie is better able to manufacture *Packages that Sell!*

We'll be glad to show you how Ritchie's size, experience and versatility can be important factors in improving *your* package — manufacturing it faster and more economically — making it do a better selling job for your product.




"Now you can use the same cosmetics as your favorite movie star." A Package by Ritchie identifies and strengthens this unique advertising appeal at the point-of-sale.

*Set-up Paper Boxes — Fibre Cans*

**W. C. RITCHIE AND COMPANY • 8849 BALTIMORE AVENUE • CHICAGO**

NEW YORK PHILADELPHIA DETROIT CINCINNATI LOS ANGELES ST. LOUIS MINNEAPOLIS FT. WAYNE



LOOK BEHIND THESE SAMPLES

to the facts about Ribbonette sales performances. You will find it used by hundreds of manufacturers for every type of product. You will find that Ribbonette package ties are inexpensive enough to use with limited price merchandise . . . yet are also used to "touch up" articles in the highest price brackets . . . and in both cases prove their value in creating added display and added sales. Let us show you these facts as they relate to products in your own or kindred fields. And let us tie *your own* packages in appropriate patterns of colorful Ribbonette, without obligation on your part. Write, today to—

**CHICAGO PRINTED STRING CO.**

2319 LOGAN BLVD., CHICAGO, ILL.

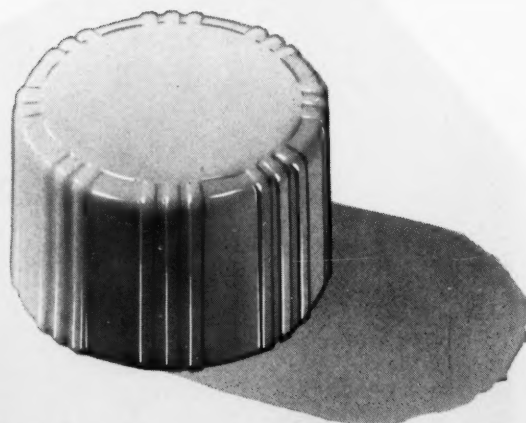
55 W. 42nd ST., NEW YORK





*Dunce  
cap...*

OR SALESCAP ?



The cap is a most important part of the package and must do its part in creating and holding sales. It must be attractively designed. It must operate easily and efficiently.

An Owens-Illinois *Salescap* can be counted upon to do its share in making the package a *Salespackage*. That's why so many packers select their *Salescaps* from Owens-Illinois' complete line of *Salescaps*. For further details consult the nearest of our branch offices located in most principal cities.

Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS  
SALESCAPS

# MODERN PACKAGING

APRIL 1937

VOLUME 10  
NUMBER 8

## SEVENTH PACKAGING CONVENTION

**Consensus of opinion at Packaging Conferences that profitable packaging is no longer the inspired thinking of a single individual but the result of combined creative efforts, perhaps divergent in character but unified in planning and production of a sales tool which adequately performs several functions**

THE GENERALLY IMPROVED SPIRIT in business in all lines found expression both in the character and numbers of those attending the Seventh Packaging Conference and Exposition, held at the Hotel Pennsylvania, New York, from March 23 to 26, inclusive, under the auspices of the American Management Association. Attendance figures at this year's conference (approximately 10,000) attained new highs, and it was the consensus of opinion that genuine contributions of lasting good were made which will provoke improved thought and direction in package planning throughout the coming years.

The program committee, in their planning of the subjects to be discussed, took into careful consideration the several viewpoints of those who would be in attendance, namely: administrative control; general management; sales control; sales promotion; advertising; production; and laboratory and other phases of research. In their division between general sessions and those covering highly individual subjects, it was with the idea that "time was of the essence," and that in crowding everything into three short days provision must be made for individual selection of papers to be heard. Thus the first day's sessions were given over to the general subject of Package Design, whereas on the two succeeding days concurrent sessions were held on the following subjects, the choice being left up to the individual attending the conference, which subjects were most pertinent to his own case: Packaging Materials, Bulk Packaging, Package Merchandising, Packaging Machinery, Packing and Shipping.

A new note, which was almost universally sounded by the several speakers, was that package designing, planning and use was no longer an individual undertaking, but attained its greatest potential effectiveness when it

became a cooperative effort. Many specific cases were cited of pitfalls and costly mistakes which could have been readily avoided had the several viewpoints been coordinated at the time of the development of the new or redesigned package, rather than waiting until after the actual packages were placed in commercial production or out in actual distribution. Certainly the benefits of modern packaging are so apparent that the petty jealousies between various departments of a business have been eliminated, and, as so often stressed during these conferences, the individual creative ability and technical knowledge and experience of the various departmental executives be combined into a package that will profitably and effectively meet the needs of every phase of the entire industrial operation. One point seemed to be missing, and that was calling upon and benefitting by the experience and specialized knowledge of retail distributors in the package planning operations. While not possessed of technical skill, retailers nevertheless represent the bottle neck in the distributive processes, and their intimate day-by-day contact with ultimate consumers puts them in the position of supplying valuable data to the manufacturer which must be considered in designing profit-producing packages. It is with a full appreciation of the attendant difficulties of planning such conferences that we nevertheless make the prediction that future conferences will be strengthened and made increasingly beneficial by including alert retailers and consumers, who can speak from actual experience and dispel some of the erroneous theories which still prevail in the industry to its detriment.

And while not wishing to appear unduly critical of the efforts that have been made, we feel it our duty to place the accusing finger on one more omission which is of ever-growing importance—the display of merchandise at the point-of-sale. Develop package planning to its ultimate possibilities and it still is only part of the complete selling operation. Until the package has been seen, bought and used by the consumer it remains a liability, a potential profit producer but one still to be proved. The economic justification for the window, counter, shelf, aisle table and floor displays rest in their proven ability to make packages seen. To the extent that a display increases the rate of product turnover in the retail establishments of the country it becomes an indispensable factor,

safeguarding and aiding the package user to both larger and faster profits and distribution. Its varieties are almost limitless. At present it is suffering under the fate of many another valuable sales aid used without benefit of scientific knowledge and planning. Because of its recognized ability it has been widely used, but because of the lack of specific knowledge of its limitations, as well as its possibilities, it has frequently resulted in serious losses, to the point where ugly prejudice has raised its head, accusing it of being an interesting but an uneconomic tool.

The time is right to replace ignorance, doubts and prejudice with specific knowledge and information, and bring potential users to an acceptance and use of intelligently designed displays which will coordinate their other efforts in product and package development. Specifically, it is to be hoped that in next year's conferences there may be several papers delivered on the subject of displays, broken down into the several divisions of the following: product analysis to determine the dominant feature which will serve as the focal point of the display; ways of dramatizing this feature to the point where it will create buying action; development of copy theme to strengthen the dramatized appeal and satisfy caution expressed in the buyer's desire to "get his money's worth;" use of color in display—it being a well known fact that colors create varied impressions, with some best suited for particular products; materials available for displays; ways of visualizing the display idea and working out its commercial production; methods of "pre-selling" the display to dealers to insure its profitable use; concrete "case histories" demonstrating the profits attending such planning and utilization of point-of-sale displays. While the technique of display designing and use differs from that used in packaging, there are plenty of authorities on the subject who would probably be glad to share their experience and thoughts with others for the benefit of the industry.

While complete transcriptions of the several papers will be made available later, by the American Management Association, certain "highlights" of some of the sessions are detailed herewith:

### **A Century-Old Manufacturer Critically Reviews Its Packages**

A. C. Michener, advertising manager, John Morrell & Company, Ottumwa, Iowa, was the first speaker at the opening general session on Tuesday, March 23, which was presided over by Alvin E. Dodd, president, American Management Association. In briefly tracing the history of this 110-year-old business, Mr. Michener emphasized the fact that whereas raw dressed meats predominated in importance in the early years, as our national population became more and more urbanized the emphasis switched to manufactured food products. From a management viewpoint these offered distinct advantages, for rather than losing their individual identity in the processes of distribution, manufactured food products were susceptible to individual packaging. While a hind quarter of

beef became so many steaks, of unknown origin so far as the ultimate consumer was concerned, a can of corned beef hash carried on its label the manufacturer's name and trade mark, which might become a buy-word for the consumer on repeat purchases, to his satisfaction and the protection and profit of the manufacturer.

As the business grew, new products were added to the line, special labels being developed to give them preferred attention, at least during their introductory period. The result was chaos, in so far as a unified family of packages was concerned, for each label represented the design ideas prevailing during the period in which it was developed.

The desirability of a new packaging plan was two-fold: first, it would provide a most advantageous business stimulant, during a period of general business depression; and second, it would be a means of correcting many of the faults which were all too apparent in the present packages. Chief among these faults were: the color scheme, particularly the greens, was high in disfavor, for not only did they lack any appetite appeal on the paper labels, but on the lithographed cans, which were cooked after being filled, the colors faded to really terrible shades; the design itself was a hodge-podge of copy and illustrations, which was difficult to read and didn't mean a great deal in so far as inducing buying action; and finally, the trade mark illustration had become decidedly outmoded and obsolete. With the objective of these several improvements well worth accomplishing, Mr. Michener said that the major question resolved around the point of: "How far dare we go in casting aside the old designs with which the public is familiar, regardless of their many faults? Would it be better to simply modernize the old packages, or should we make a clean sweep?"

The decision was in favor of the latter, it being felt that so long as any change made was in the nature of a progressive improvement that the American public would gladly accept it. This decision carried with it the employment of professional package design counsel, Gustav B. Jensen being selected to do the job, without any limitations being placed on what he might or might not do. This decision proved to be a sound one, for since the new packages have gone on the market sales have mounted and distribution been extended beyond all previous records. Giant sized packages representing the old and the new package designs were frequently referred to, although discussion of the basic design was left for discussion to Gustav B. Jensen, who followed on the program.

### **The Designer's Solution of a Packaging Problem**

Mr. Jensen emphasized the seriousness of the step which the Morrell executives planned, namely, junking everything on their old packages in favor of a new and improved packaging plan. Rather than being a one-man job he pointed out that a committee was formed, consisting of every major Morrell executive, the plan being that any change adopted must bear the unanimous en-



dorsement of this group. The first step was to familiarize himself with the several hundred items in the Morrell line. With this information at hand, he went out into the field to get both the retailer's and the consumer's viewpoint. One dealer sounded the keynote when he said: "Morrell products are good, and well worth the price, but they are slow movers, probably because my customers don't know what is in the cans, and the packages certainly don't help to tell them." Pursuing this thought an examination of several hundred food packages revealed that while many employed pictures, they were so small as to be ineffective, and were not possessed of much realism in so far as appetizing qualities were concerned. Mr. Jensen felt therefore that any illustrations to be used on the Morrell packages should be as large as the labels would permit, and must above all be realistic and appetite-intriguing. Experiments with color photography soon established this as the one effective method of getting the proper illustrative treatment. After many color experiments it was agreed that an ultra-marine background would give the best contrast for the pictures, in which naturally the red of the meats predominated. In its elements, the design was kept as simple as possible, the clean unadorned statement of the contents standing in white against the blue background, for ready legibility, with the rest of the copy and the U. S. Government Inspected statement in gold on blue, with a simple border at top and bottom to give the package a finished appearance. Inasmuch as these products were predominantly designed for women the designer felt that the lettering should be light, yet readily legible, and not finding any type to his exact specifications, he designed a special one for this purpose. Lower case letters were used inasmuch as they permitted adequate size even on the smallest labels, and gave them added strength and visibility. In the development of the color photographs the services of Arthur Gerlach, of New York, were employed, as well as special culinary experts to properly set up the dishes to be photographed, to give them a realistic appearance, and yet avoid the implication that these dishes were difficult to prepare. Again and again Mr. Jensen made the point that package designing of this nature was not a one-man job, that whereas the designer could give the client a clear guide or outline of the job to be done, that it depended upon the several and collective viewpoints and ideas of all interested executives to bring it to profitable fruition. The outstanding success which has been attained by these packages should settle the fears of many manufacturers who are afraid to make radical package changes lest they seriously impair established sales volumes. It would seem that the point to be remembered is that so long as the change is a decided improvement, and one readily discernible by the average consumer, that the benefits will far outweigh any losses.

### **Laying the Groundwork for Package Design**

The first morning session was brought to a close with the paper on the above subject by W. F. Deveneau, associate editor, MODERN PACKAGING. Laying down a broad

foundation of fact of the changes which have come over the American people, Mr. Deveneau then advanced for consideration fifteen packaging fallacies behind which business men like to hide. These were classified under the four major headings of: fear, skepticism, ignorance and procrastination. To refute them, he cited two specific cases, and then proceeded to lay down the ten major reasons why packaging improvements have been investigated and adopted by progressive manufacturers. Having thus established packages as merchandising tools or "salesmen-in-print," rather than ugly or beautiful containers or protective wrappings, he traced the growing discernment of ultimate consumers in being quite able and determined to make their own unaided selections. He held no brief for the school of package designers who are concerned solely with "surface decoration," but paid high tribute to those who first make thorough product and market analyses to determine the groundwork on which package designs may be built. For the benefit of those who are not quite certain in their own minds as to the *modus operandi*, he laid down fourteen points worthy of specific study, in the preliminary analysis. He then showed how the facts there discovered could be applied in determining the size, shape, color, design, text and display for the package, and concluded with four methods which might profitably be employed to test the new package prior to commercial production and general distribution. This was a factual discussion of specific methods based on his experience both as a marketing consultant and in charge of package development for one of the package manufacturers he served for a number of years. The number of questions which were asked and answered, following this paper, showed the interest which the subject generated.

### **Irwin D. Wolf Discusses Package Legislation**

In addition to making presentation of the Wolf Awards to the winners in the competition, sponsored by the American Management Association, Irwin D. Wolf, vice president, Kaufmann Department Stores, Inc., Pittsburgh, at the luncheon on Tuesday, discussed influences of recent and potential legislation on packaging trends. Several mooted questions were advanced for consideration as to the direction in which they may lead, in so far as such legal questions as the Robinson-Pattman Act. In part, Mr. Wolf made the following points worthy of serious consideration: "Packaging is slated to play an important role in the new competition arising between nationally advertised products and distributor's private brands, because of recent and pending legislation tending toward price fixing. The retailer may rapidly be forced into the position of the agent of the manufacturer, rather than being the purchasing agent of the consumer. But if the manufacturer expects to stabilize his prices and generally give the retailer an opportunity to operate on a fair-profit mark-up he will have to package his product so that the consumer will have the confidence and courage to buy. The retailer also (*Continued on page 94*)

# 1936 ALL-AMERICA PRESENTATION DINNER

SURPASSING in brilliance and impressiveness any former occasion which has heralded All-America Package Competition winners, the 1936 Presentation Dinner, held the evening of March 24 in the Grand Ballroom of the Hotel New Yorker, was an affair that will be long remembered. Not only did it serve as a fitting tribute to those companies whose packages were selected to receive the All-America awards but it likewise signalized the tenth year of MODERN PACKAGING.

With guests numbering well over five hundred, the dinner commenced shortly after eight, to be interrupted by a brief address of welcome by D. E. A. Charlton, who also paid tribute to those who had made MODERN PACKAGING possible through their continued cooperation. At this point, a huge birthday cake was brought in and deposited on the "Old Timers" table where were seated a group representative of the packaging industry. J. Stoddell Stokes, president of Stokes & Smith Company, speaking for that group, outlined the progress made in the production and utilization of packages and also complimented MODERN PACKAGING for its service to the industry. After dessert and coffee, Mr. Charlton introduced General Hugh S. Johnson (General Johnson's talk follows).

The climax of the evening was reached with the presentation of the color-sound motion picture, "Packaging Marches On—The Miracle of Modern Merchandising," which depicted and detailed the judging of the 1936 All-America Package Competition and the award-winning packages. Distribution of the gold, silver and bronze trophies followed and the guests departed with the orchestra playing "Auld Lang Syne."

Herewith is the text of General Johnson's address:

"It was an eye-opener to be asked to be here tonight—an eye-opener and an eye-filler. I thought I knew something about American industry—learned first in the war

when, on the War Industries Board, I saw the whole structure mobilized—lined up in columns of platoons and marched in review to do its part in the greatest industrial cooperation in history. I saw it again do pretty much the same thing in NRA. I was industrial adviser to Mr. B. M. Baruch for many years and that meant examining companies in many industries for the purpose of financing. I thought I knew industry—and I will still bet that I have been more thoroughly cussed by more important industrialists in a wider variety of human effort than any man in history.

"But it just goes to show how wrong you can get when you get too cocky about anything. If anybody had asked me to name the ten greatest industries in the United States, I wouldn't have named yours—not until I started studying about it so I could come here and make a speech with a lot of wise-guy familiarities to show how intimately aware I am of all your problems. Then I found out that this is an industry with a turnover of almost \$5,000,000,000. When you think, that is about 10 per cent of the present total production of the United States and you reflect on the distinction of magnificent spenders these days, you begin to realize what distinguished company we are in here tonight.

"Why those are more than box-car figures! They are astronomical figures! They are figures so big that they make even the New Deal excesss spending look like a lousy deuce in a dirty deck. You gentlemen have a right to be proud. I gather that it costs nearly as much to wrap packages around a product as it does to produce it.

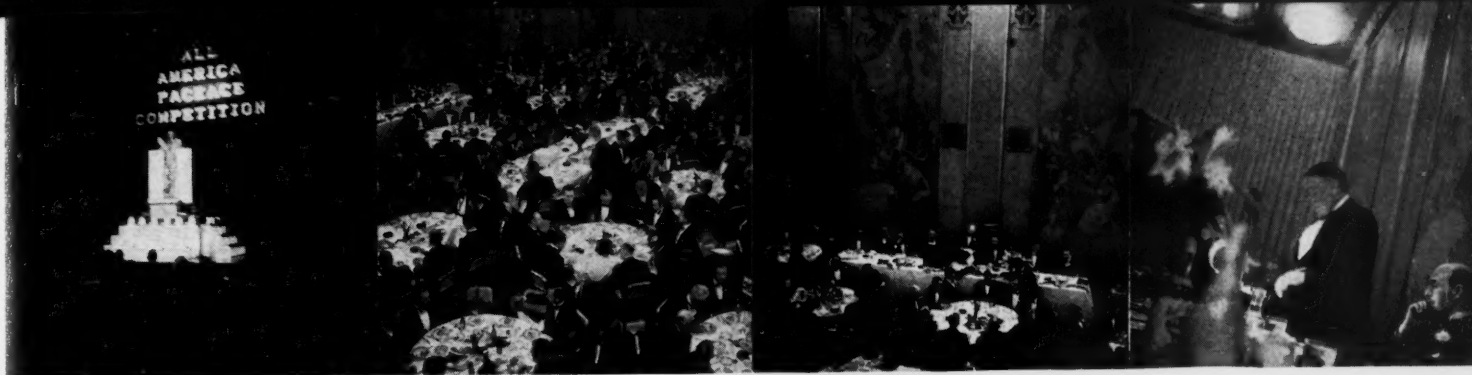
"A long time ago I found out that, when you buy a 15-cent package of cigarettes, the guy that produces the contents gets less than a cent. The Government gets 6 cents as a tax—or six times as much as the farmer and the other 50 per cent goes for, well, let's call it jurisprudence.



GENERAL HUGH S. JOHNSON









"Admiral Carey Grayson tells a story, which it is sacrilege to repeat because nobody can tell a story like Carey Grayson. But to General A. P. Hill, one of the greatest Corps Commanders of the Confederacy—like many others of his great ilk after the Cause was lost—was given the job of managing the Virginia Confederate Soldiers' Home—a lot of old fellows, destitute and shot half to pieces.

"They sat around all day on their rheumatic old bones and talked about Jeb Stewart at Yellow Tavern, Stonewall Jackson at Chancellorsville and Lee at Gettysburg. They were very old and full of miseries. The even older General loved them as his children, and so he used a small percentage of the scant income of the institution for a ration of grog in moderate quantities, which, in Bishop Cannon's state, he had to enter in his books as 'expended for jurisprudence.'

"Carey Grayson was secretary of the Visiting Board of Legislators who had to audit the old General's accounts and they committed the supreme sacrilege of questioning the item of 'jurisprudence.'

"The fiery old General drew himself up in far more dignity than on the day he launched his Corps at Gettysburg. The breeze blew through his scant gray beard and flushed his bony cheeks, he brandished his cane with more vigor than he had ever waved a sword over seven desperate battles of the Civil War and he roared like a battle cry: 'Corn pone and sow-belly keeps the life in their bodies—but vittles ain't enough. Man does not live by bread alone. My soldiers have to have their imagination stimulated to make life endurable. The day any of you gentlemen is ready to tell me that you can run this Old Soldiers' Home without *jurisprudence* is the day I resign.'

"Of course, the jurisprudence expenses were approved, and, I think, with equal certainty, your accounts will be approved. You certainly stimulate the imagination, but you are not exactly engaged in supplying jurisprudence, notwithstanding that in examining your publication, MODERN PACKAGING, I have never seen so much imagery and sheer beauty within the covers of a single publication. But I know something about the homely and absolute necessity of what you do. It is to your eternal credit that the service you render of necessity is embellished with such artistry and imagination and beauty.

"It has been my fate to serve sometime in the far places of the earth. I remember the opening of the Cherokee Strip in Oklahoma where a whole busted population moved into a barren country on the eve of a bleak winter, with hardly a dime. It couldn't be done now. We have lost the pioneer virtues. But somehow they erected homes out of almost nothing and survived. The principal building materials were those old square-face five-gallon cans in which kerosene came. You could fill them with sand and they were better than a concrete block. You could cut down two corners and they were a tin steel sheathing. I have seen the same thing in the Philippines, in San Francisco after the fire, in China and Japan and, shamed as I am to say it, I have seen it in New York and Chicago in the shadow of the most

luxurious mansions in this land—in the Hoovervilles of Central Park in the great depression. Man does not live by bread alone. In part, he lives on the cast-off remnants of the container industry.

"Getting entirely away from this semi-razzing, I doubt if the country realizes the truly tremendous service of this industry. For many years I was responsible for a great industrial enterprise, a quarter of whose business was export—and largely in the Southern Hemisphere. It was in those early days when the general attitude of American industry toward export demand was 'Let 'em take it and like it.'

"We sent stuff in crates and packages that we used in domestic trade and that were not designed for ocean transport. It cost us millions in excess freights, in spoiled goods and untold millions in competition with other countries who paid more attention not only to what their customers wanted—but to how they wanted it to look and what kind of package they wanted it to come in. We didn't even care that South Americans like red and people in the Boer Republics like blue.

"I am a little out of touch with developments in that line, but in looking over your samples and publications, I have an idea that one reason for our increased exports—relatively increased in spite of almost impossible obstacles—is the tremendous advance that has been made in the art of containers and packages.

"My recollection is that Cleopatra, being refused an audience by conquering Caesar, crashed the gate by having herself wrapped up in a perfectly marvelous carpet and being delivered as an Oriental rug. According to all reports that was one of those cases where the packaging merely did justice to its contents and Caesar had no complaint of either. But just the same, I'll bet she would have remained all wet in the Nile if she'd tried to get in there disguised as a cocoa mat.

"The utilitarian value of your service is almost, if not quite as great as the astonishingly advancing progress in improving the contents of everything you enwrap. I sometimes think that most of the troubles with civilization are due to its being too good and too efficient. The tremendous improvements of both manufacture and merchandising are the accumulation of an accelerated science and a tremendous bulk of increasing knowledge. I don't know how long it took the human animal to come down from the trees, learn to walk on his hind legs and to use stones for something besides breaking cocoanuts and throwing at his neighbors. But it was a good many hundreds of thousands of years. It took about half that time for him to learn to shoot an arrow from a bow and get wise to the fact that wood floats and you can cross streams by paddling on a log—maybe 100,000 years. Every subsequent advance came in half the time of the earlier one because the sum of all of them was a great storehouse of knowledge on which to build the new ones.

"But think what has happened in our time—the telephone, electricity, automobile, radio, air conquest and moving pictures—more progress in a century than the sum of all the millions of years before.

(Continued on page 90)

# COMMENDABLE PACKAGES IN THE 1936 ALL-AMERICA COMPETITION

COMPETITIVE SPORT, whether from the viewpoint of the player or the spectator, is an untold blessing to the nation. It provides the foundation for clean living, ability to hold one's head when the going is rough, to lose graciously, and withall gives an incentive for matching one's wits and abilities against the best in the field. By studying the "form" of the champion the lesser light finds a way of improving his style and form, and in turn rises to heights which he could never have attained had it not been for the example and competition offered him.

Carrying the same reasoning into our business world and lives we find an equal blessing in the business contest. All contestants cannot hope to become champions, but by putting up our individual best against all others in the field, we have a means of making comparisons, a yardstick which properly used will enable us to move more successfully in the stride of the champion.

In the conduct of the annual All-America Package Competition there are definite rules laid down by which the "champions" are named, in their respective gold, silver and bronze award groupings. In naming these winners the judges are not infallible. With the information at hand, and to the best of their ability, they appraise the packages presented and make their awards. Going back over the years and tracing the history of those packages which have won All-America awards it is significant that consumers have confirmed the findings of the judges, for when these goods have been placed on sale their reception has been immediate and gratifying. However, each year as the entries grow in number and general excellency it becomes an increasingly difficult task to set aside a very few as outstanding accomplishments. As a matter of fact in many cases the decisions have only been reached after considerable argument among the judges. And since the sponsors of the All-America Package Competition rest their case with the findings of the judges, it offers all those interested in modern packaging an excellent opportunity for careful comparison and study, as between those singled out for All-America awards and the many other excellent packages.

As a further means of stimulating comparative studies of this nature, and properly making recognition of meritorious effort, it is felt that by giving certain data and illustrations of entries which received high rating from the judges a great deal of good will be accomplished. Consequently, on the succeeding pages, this data will be found. The basic rules by which the judges made their decisions were detailed in the March issue, which should be referred to in any cases where a question arises as to the choices made.

And, in the general interest of the subject, the editors of Modern Packaging will welcome receiving detailed reports from those readers who may not agree with the findings of the judges, provided that these criticisms shall be made in writing, shall be constructive in nature, and that the use of them, by their authors, is given for release in later issues.





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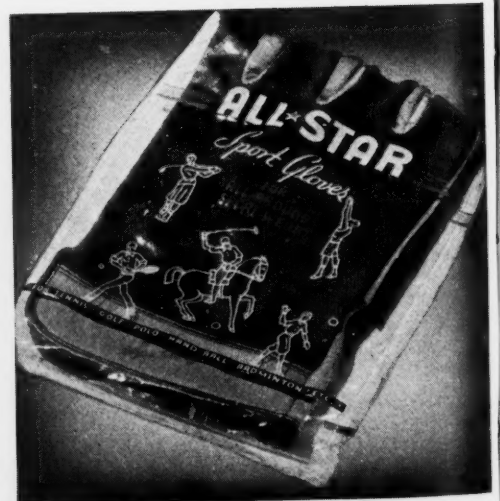
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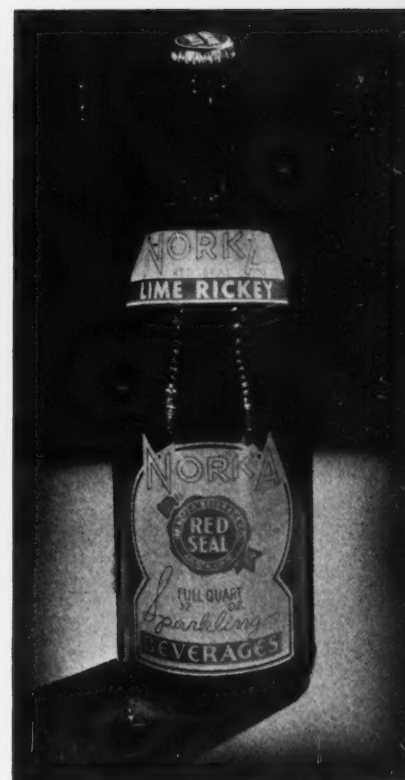
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1. Compact and complete in its appointments is the Coronation manicure package used by Barbara Bates. Cover is of copper cloth simulating leather
2. For Apollo chocolates, a lithographed tin container which simulates Wedgewood ware. Used by Daggett Chocolates Company
3. Printed transparent cellulose envelope illustrates B.V.D.'s as worn when purchased and also reveals texture of garment
4. Wide-mouthed, easy grip jars with quickly read labels and convenient re-closure caps are used for three products of First National Stores, Inc.
5. The first time that matches have been packed in a fireproof metal container—the can won immediate acceptance. Used by American Pullmatch Corp.
6. Vapor sealed with patented cap, applied color label and applied color on tumbler interior make this package for Harding's milk attractive and eagerly sought
7. Product is easily identified and made conveniently available in the Handi-Tape package which Bauer & Black provides for this household accessory
8. The Sentinel First Aid Kit, knapsack type with suede material cover, fills requirements for compactness. Used by The Forest City Rubber Co.
9. Carson Glove Company uses a suitably illustrated, printed transparent cellulose bag for its All Star sport gloves
10. The White Tavern label was designed to give a slightly different feeling than exists in Fleischmann's other labels. Used by Fleischmann Distilling Corp.
11. Packages created to give new and inviting appearance to conventional bath crystals and colognes. Used by Lander Co., Inc., for Romney products
12. Easier pour, firmer grip, more legible label characterize the redesign of the Three Feathers whiskey packages used by Oldetyme Distillers, Inc.
13. Departure from an opaque package to a printed transparent cellulose bag was made for Kraktweet, a product of the Ismert-Hincke Milling Co.
14. Style of bottle and label are in keeping with trade name Creole vinegar produced and packed by A. M. Richter Sons Company
15. Well adapted to size and shape of the "Steinie" bottle is the label used for Louis Eckert Special beer—product of Louis Eckert Brewing Co.
16. Fused labels (neck and body) applied to the surface of the bottle add distinction to the Lime Rickey package used by Norka Beverage Company



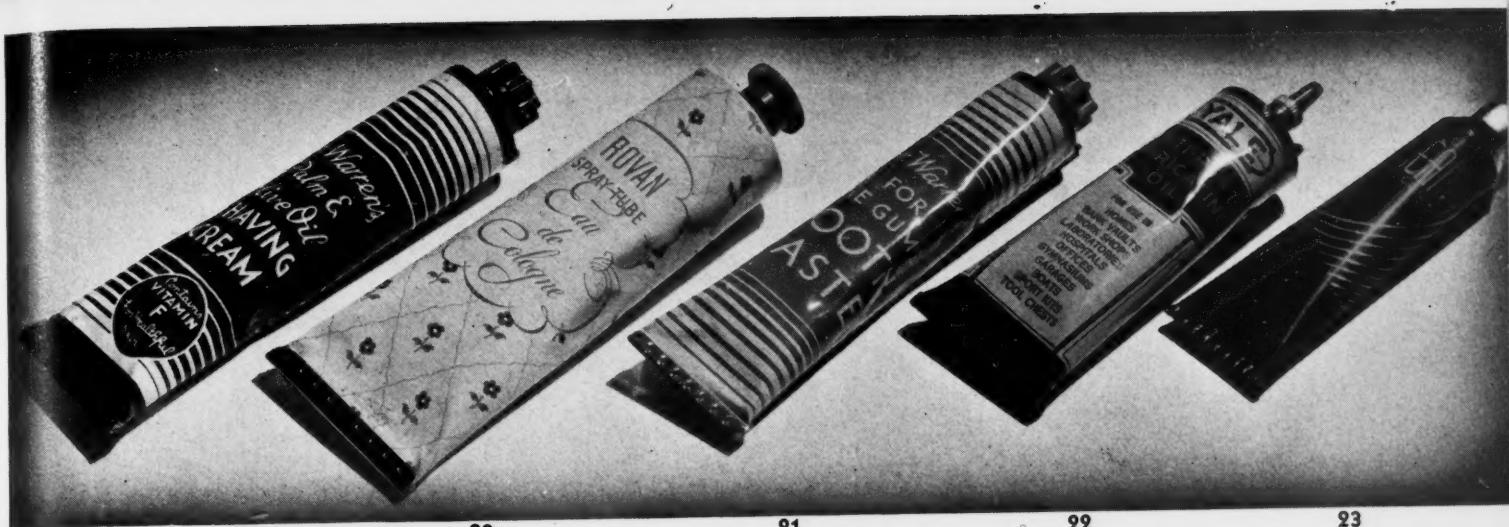
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17. Beau Crest men's wear is well displayed and protected in window cartons which carry brand mark and garment designation. Used by Fred J. Sklenka
18. Rubber bath mat in a set-up box which illustrates purpose of product in suitable cover design and colors. Used by Savafal Company
- 19 and 21. The tubes used for Dr. Warren's Palm and Olive Oil Shaving Cream and Tooth Paste for the Gums were designed as ten-cent items, basically created to appeal to the consumer via attractive colors and simplicity of design. They have sold exceptionally well, even in competition with larger packages retailing at the same price. Used by Butler Brothers
20. Rovon spray tube delivers liquid (eau de cologne) in small quantities at the point of application. Used by Rovon Products, P. A. Robinson, Inc.
22. Yale Anti-Rust lubricating oil in a collapsible tube which applies just the right amount and permits no leakage. Used by Yale & Towne Mfg. Co.
23. Contoure cream mascara in a black and gold collapsible tube. The closure completely covers the neck of the tube. Used by A. Breslauer, Inc.
24. Rigid Protectoid is used to form this completely transparent hat box, serving utility and display purposes. Distributed by De Coll, Inc.
25. Appetite appeal via transparency plus juvenile appeal through design in the Diaphane bag for Rice Puffs used by Jenks Food Company
26. Sly humor in a caricatured figure which reaches for the bottle of Friction Pour Le Bain. An effective counter display used by Jean Nate, Inc.
27. New departure in bottle design—streamlined and hand fitting—as adopted for Coronet distilled dry gin. Used by Schenley Products Co.
28. Shell home helps in amber and orange bottles which provide convenient grip and well identify products. Used by Shell Oil Company
29. Hi-Spot display for Jell-O permits package of product and effective illustration to be placed on store window. Used by General Foods Corporation
30. Box construction rather than a problem of colors and wraps was successfully solved in the packages for fish lines made by S. A. Jones Line Co., Inc.





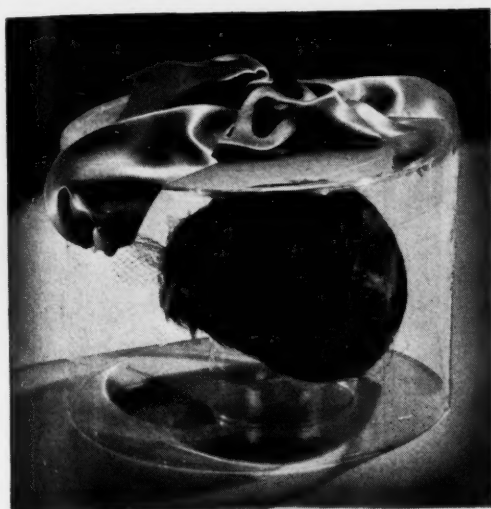
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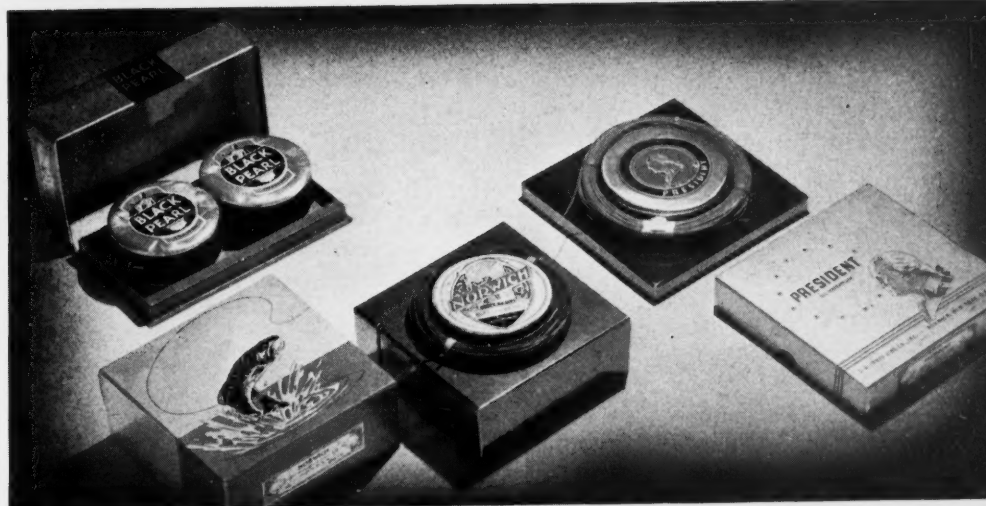
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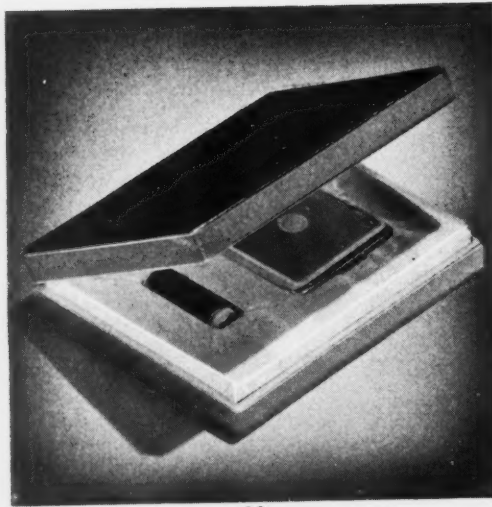




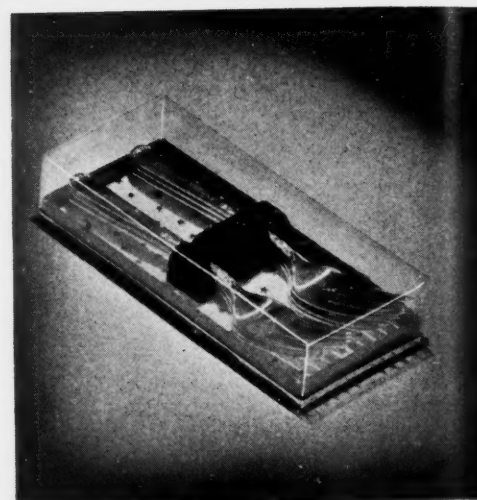
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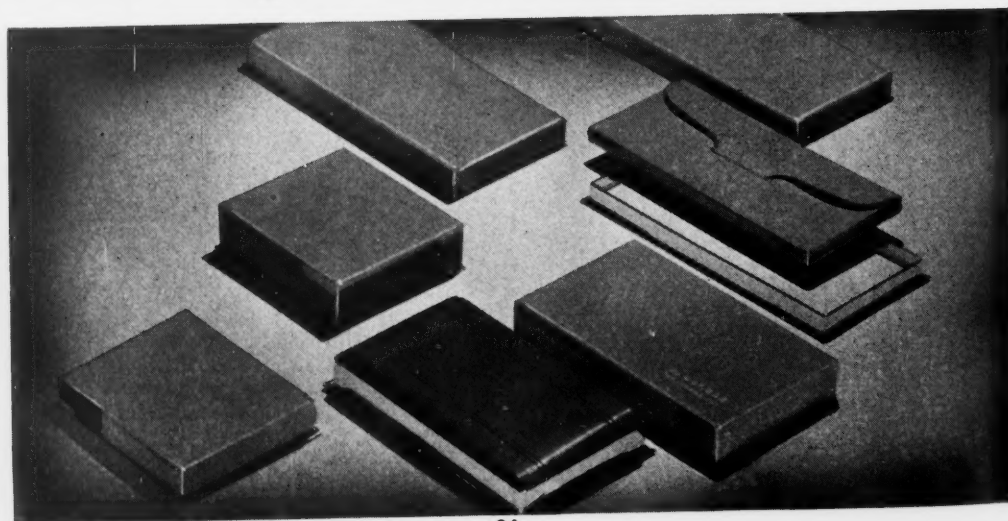
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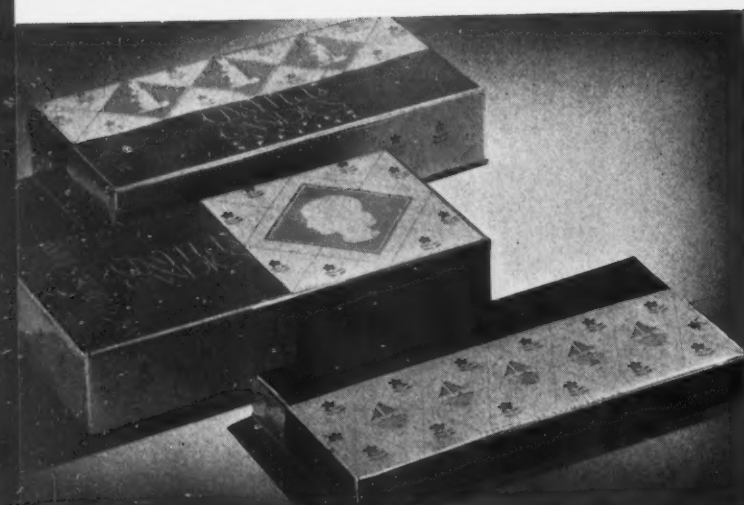
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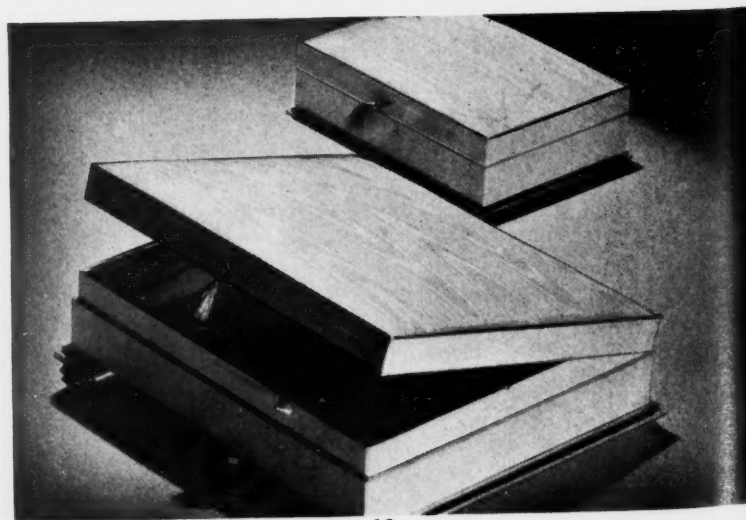
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31. The Fieldcrest packages (one-piece folding cartons) embody eye appeal, durability and toughness, protection from dust and soiling and provide easy access to merchandise. A printed transparent window permits an exterior view of the merchandise. Used by Marshall Field & Company

32. The Tweed writing set is packaged in a hinged box with a removable tray. Permanency in use is assured by a durable cloth (varnished tweed) covering that defies soiling and stimulates practical appeal. Used by Eberhard-Faber

33. Combining compact and lipstick is the swanky set-up box used by Richard Hudnut. Top of cover is of black pin seal leather. Red leather and gold paper trimming are used on sides

34. The desire of a display container for extra service and individual pieces of flat silver inspired the design of the crystal case used by Oneida, Ltd., for 1881 Rogers silverware. The top is transparent and tarnish preventive

35. Smart, "Incognito" ensemble—an exquisite handbag with an equally beautiful gift box, used by Koret, Inc. Unique opening of the bag is closely simulated in the package, which makes a handsome handbag cabinet

36. Suede-paper covered boxes with gold lettering on the covers, gold paper edgings and linings, in various sizes constitute an effective group of packages which are used by Gibson-Dunbar, Inc., for its line of cigarette cases

37. In pastel shades and outline figures the set-up boxes used by De Met's for its candies strike a new note in fanciful and sales-compelling packages for seasonal or year-round sales

38. Ultra in satin-covered-top set-up boxes are those used by Huyler's for its Petite Delicia candies. The sides are covered with white embossed paper bound with gold edging. Identification appears on interior only

39. The Regal Pak napkin carton replaces a transparent cellulose wrap package holding the same count (100) napkins, and makes a better presentation of the goods. Consumer gains increased convenience in removing napkins, and the container assures their keep in better fashion. Used by Regal Paper Company

40. Applied color lettering and plastic closures on bottles and jars, all of which are assembled in a convenient gift package, bring distinction and ultra-smartness to the Gaston de Paris products so displayed. Used by Gaston de Paris, Inc.

41. Wide base and fluted copper trimming on embossed leather paper give the package for military brushes an air of substantialness and refinement. Sales of product in the new boxes show increase. Used by Pro-Phy-Lac-Tic Brush Co.







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42. Celestin's Brandy package is a reproduction of Napoleon's war drum in exact colors, with drum heads top and bottom and complete with stirrers resembling drum sticks

43. I.G.A. fruit and fruit juice labels done in full color capture the appetizing qualities of tree-ripened fruits and are establishing new sales records from responsive consumers. Used by Independent Grocers Alliance

44. A development of Crane's Old Boston Style papeterie box to include semi-note size paper. Touch of color obtained through use of two colors of ribbon

45. This black and gold box holds a styled moisture thermometer for kitchen or bathroom, symbolizing night and day and temperature changes. Used by Weston Electrical Instrument Corp.

46. The package of Seagram's Pedigree Whiskey carries out its characteristics of age, quality and authenticity. Outer container of molded pulp simulates an old and treasured volume

47. Interesting and colorful footwear boxes which are representative of the individual packaging program Wieboldt's Department Store has carried through all its lines

48. The entire line of Marshall's transparent oil colors are packaged in the useful white lacquered box, shown in foreground, which is credited with 600 per cent increase in sales

49. This eye-appealing jar and closure serve not only as an appropriate container for Martha Washington Mustard, but when empty becomes a useful ash receptacle

50. An entirely different type of spectacle case designed by Bausch & Lomb is molded of plastic to fill need expressed by optometrists for a modern container

51. Safety pins, essential but prosaic articles, are given new sales appeal on store counters in new rigid transparent container. Used by Risdon Manufacturing Company

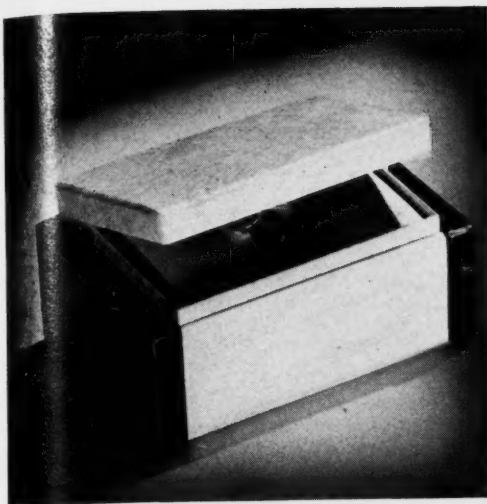
52. Minot's Cranberry Sauce in its well-proportioned glass jar, readily opened closure and appropriately designed label, commands irresistible appetite appeal

53. A novel telescopic shaped bottle is used for Kay's pure olive oil to successfully compete with tall fancy bottles in which imported olive oil is marketed

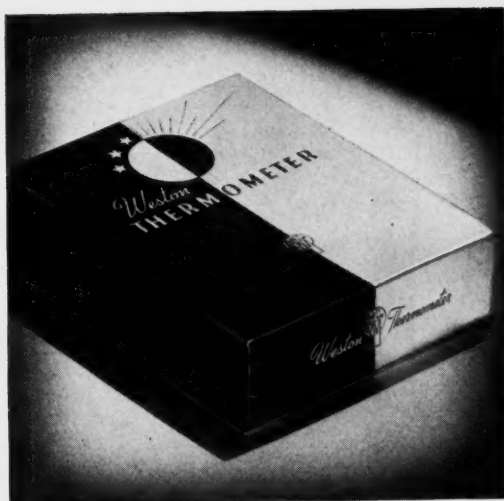
54. The unbreakable semi-rigid transparent container used for Windex spray cleaner readily fits the hand and simplifies window cleaning at home or elsewhere

55. A hard-to-display-item, Kueffel & Esser's new Wyteface steel tape is demonstrated by being held by the whimsical figure in this clever counter display





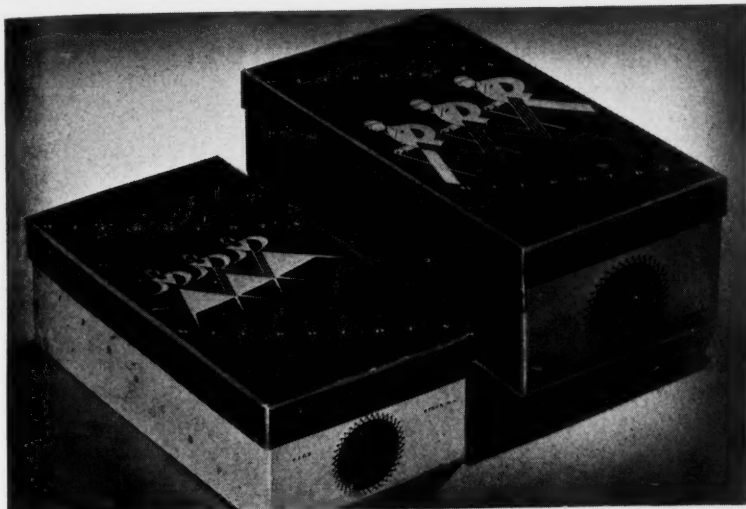
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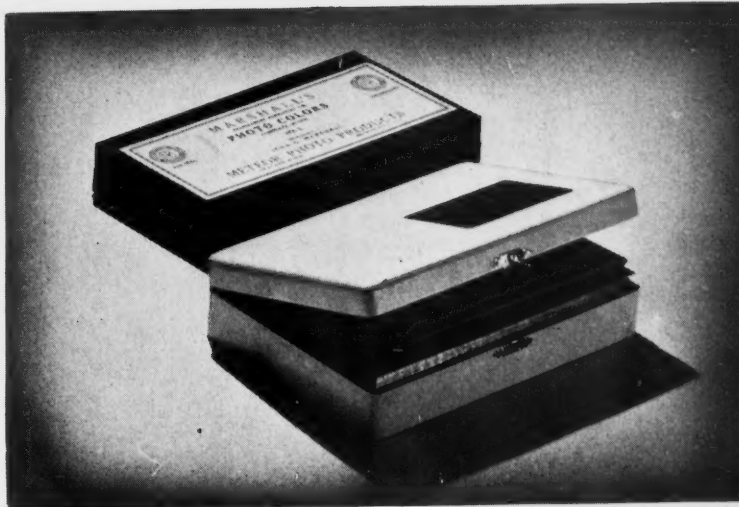
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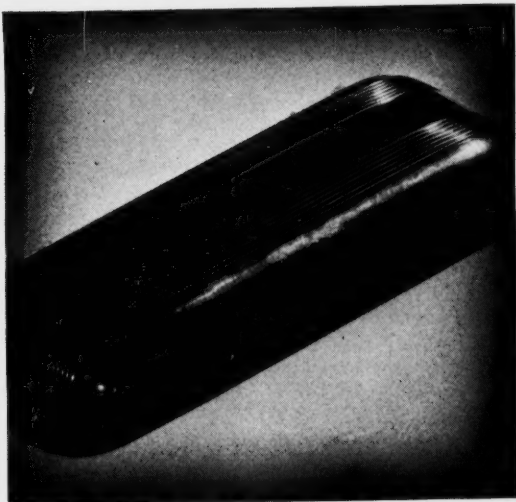
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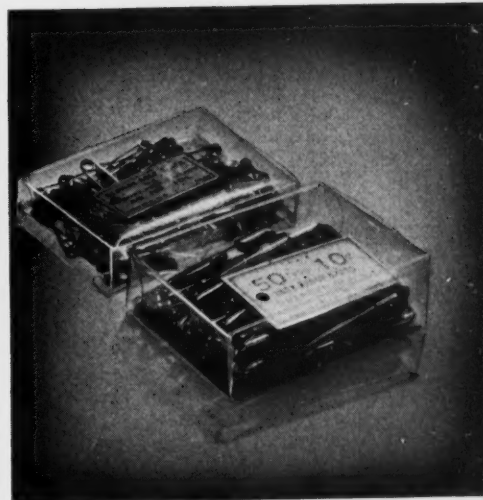
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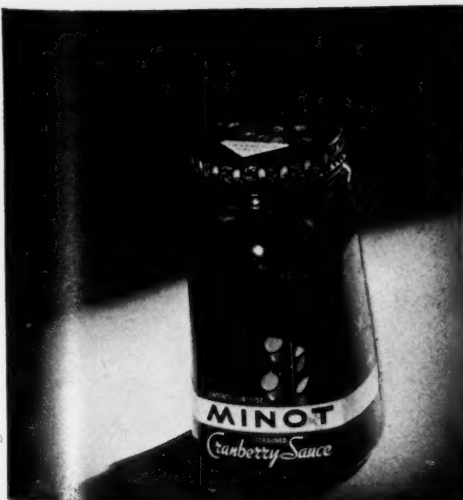
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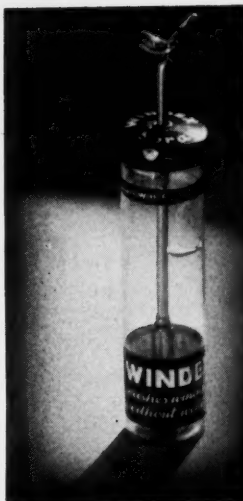
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56. The Blue-Jay corn plasters counter display unit is given to druggists with a small deal of merchandise. Its widespread use is attributable to unique appearance, limited amount of counter space, its dispensing as well as display qualities and its sheer novelty. Made of gaily decorated lithographed metal, it offers a display of greater prominence, its illustration treatment giving it wide human interest

57. Two views of the La Cross New Yorker Manicure Set are shown. One, the smart genuine calfskin leather handbag, the other removable inner case containing needed items for hand beautification. Used by Schnefel Brothers Company

58. Lithographed window display used by the Shaw Import Division of National Distillers Products Corporation during the 1936 holiday season with excellent results. The ocean liner in the process of unloading suggests the origin of the imported products displayed, which include Scotch and Irish whiskies, champagne, Porto Rican rum, choice wines, sloe gin and apricot liqueur. Display limited to stores in Metropolitan cities

59. Holiday window display used by Seagram's featuring King Arthur and Superior gins. Note humorous treatment of the gin twins who come up smiling, bearing bottles and tall gin drinks on their serving trays from which icicles drip to carry out the thought of the cool deliciousness of a Tom Collins or a Gin Rickey

60. A de luxe, lithographed metal counter display which has proven popular with Eversharp dealers. Incorporates several distinctive features such as bent glass front, chromium plated finish, cut-out sign and interior indirect lighting, all of which combine to display the products to best possible advantage. High class retailers who discriminate against ordinary manufacturer-finished display units welcome this one which helps beautify its surroundings

61. The holiday gift chest, sponsored by Holmes & Edwards Division of International Silver Company, is a gorgeous container intended for those who want their holiday gifts to be luxuriously and smartly packaged. It is finished in a high lustre, brilliant red with beautifully tooled molding, hand finished in gold lustre. The star on the front lends a finishing touch to this styled chest

62. Make-up kit by Marie Earle that delights the most discriminating and fastidious women, who cannot see it without wanting it. The leather covered bag opens up, forming a shelf and mirror and revealing in convenient and compact form everything needed to enhance feminine loveliness. Colored plastic closures are used for bottles and jars to add the proper quality touch to this ultra-smart ensemble







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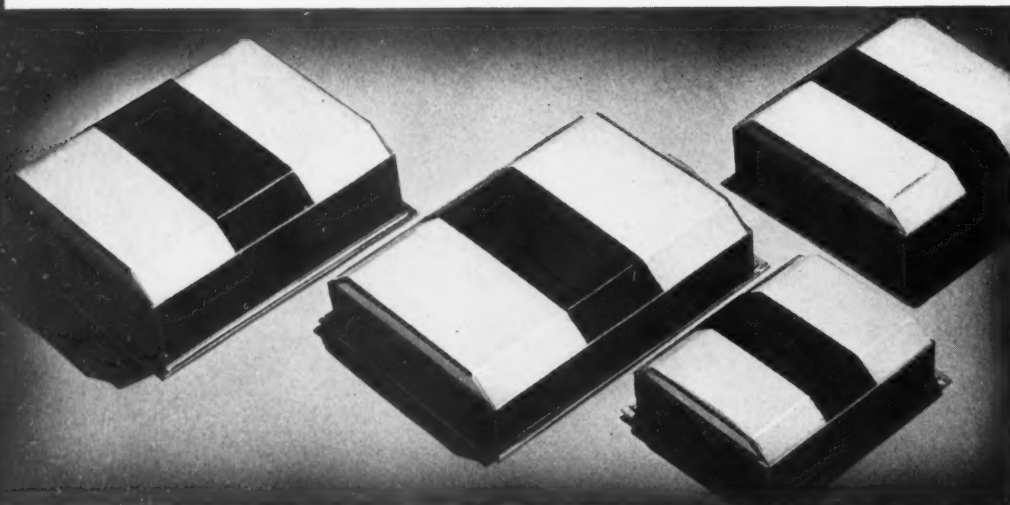
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63. Sparklets Corporation's bulb display container and cartons, in black, red, silver and gloss varnish, tell their story simply in an interesting, effective family of packages

64. Streamlined counter display, used by Gruen Watch Company, with smart plastic boxes, done in rich color and graceful lines, which achieve a high degree of utility

65. This mournful, flea-bitten dog, who blinks his eyes while his hind foot industrially scratches away, makes an irresistible appeal in this Sergeant's Dog Medicine display

66. Dignity and rich simplicity, reflecting the superior quality of the Kent military brushes they contain, characterize these thoroughly masculine gift boxes used by London House, Limited



66

65



# ANCIENT PRODUCT GOES MODERN



WHEN A NEW PRODUCT is introduced it is to be expected that its presentation will be facilitated by a modern package. When a five or ten year old product appears in an improved package it is interesting. But when a two hundred year old product, during whose life only one major package change was made—and then, almost fifty years ago—defies product obsolescence by adopting modern packaging tactics—that's *news*.

This old product—molasses—was an important article of convenience even in Colonial days. For generations, sea ships and river barges have brought it from the South to the centers of population of our country. Like ordinary cane sugar it is a product of the sugar-cane plant. Cane juice, pressed from the stalks, is purified, and then concentrated by boiling until some of its natural sugar crystallizes. The mother liquor left after this sugar is mechanically separated is molasses. For every grain of sugar that is made in the world a certain amount of molasses is therefore inevitably produced.

In the old days molasses was placed in large barrels, weighing between six and seven hundred pounds each, right on the Southern plantations. It was customary to roll one of these barrels into a grocery store and laboriously get it up onto a wooden case or platform. A spigot was then hammered through a stave at the bottom and the grocer was all ready to dispense it. Most of the customers brought a jug or pail, or if they didn't, the grocer would find some odd container to hold the sweet thick liquid. Inasmuch as practically all foodstuffs were received in large bulk containers, and parcelled out in small units, there seemed nothing

wrong with the system. Of course there was the inevitable stickiness of the molasses, leaky spigots were messy and attracted flies but these disadvantages were all taken in the stride of the times. From an economy angle it was completely out of the question to completely empty one of these cumbersome barrels. It is commentary on the delicious flavor and general usefulness of the product that it was so widely sold in spite of the inadequate packaging.

The first advance in this packaging technique was made over forty-five years ago when P. Duff & Sons introduced the first canned molasses—in ordinary "sanitary" cans. This was then a startling innovation and represented a tremendous advance in merchandising the product. Both the dealer and the consumer appreciated the convenience of handling molasses this way. In the light of modern ideas about the essential requirements of a good package, however, the "sanitary" can was far from perfect. The plain top had either to be punctured in two places or cut off to get at the contents. Once opened, the can had (Continued on page 109)



Into the discard of obsolescence has gone the cumbersome molasses barrel, with its sticky spigot, and its successor the "sanitary" flat-top can. Greater convenience and satisfaction for consumers of Duff's Two- and Three-Star Molasses is assured in the new "Easy-Pour" resealable cans. A series of semi-humorous display cards emphasizes the feature of the new tins as well as the tempting goodies which molasses makes

# MULTIPLE PACKAGE WRAPPING

by FRANK H. MAYOH

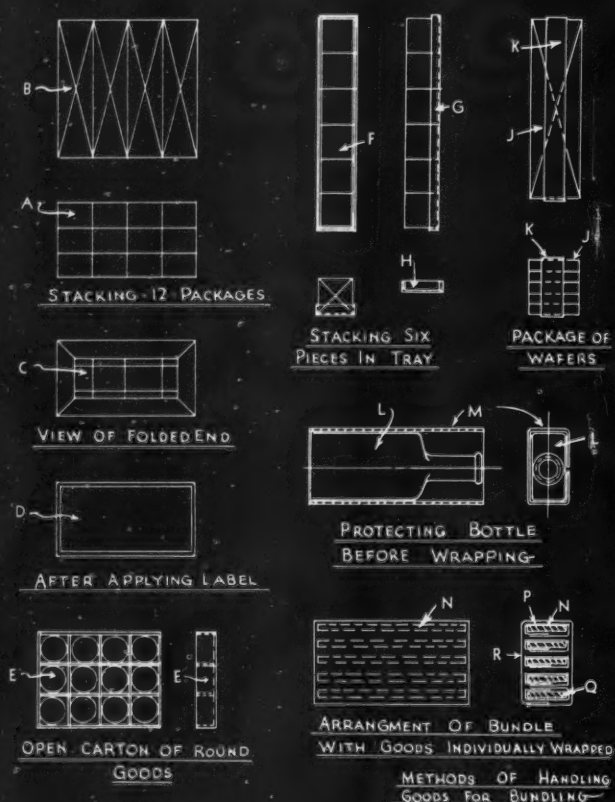
THROUGHOUT the various merchandising fields additional display of the goods is often brought about by arranging the packages into bundles and wrapping them in transparent cellulose or printed labels. This procedure also adds to the convenience of handling the goods, it being much easier to carry a few wrapped bundles of twelve packages than to control the same number of separate packages. Methods of setting up the goods

into bundles, together with mechanisms used in various machines devoted to the performance of bundling operations are brought to the readers' attention by means of the accompanying illustrations.

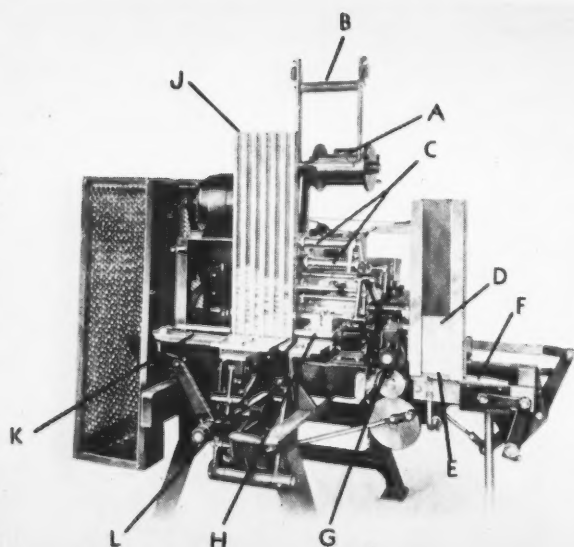
Referring to Fig. 1, the most commonly employed method of stacking rectangular packages is shown at the upper left-hand corner. Twelve packages are stacked so that an end view of the same will appear as indicated at A. Directly above this at B is a plan view of the same bundle except that the diagonal lines are employed only to assist in showing the individuality of the packages. A three-level conveyor used for stacking these twelve packages is shown in Fig. 4. The use and operation thereof will be explained later in the text. After folding the paper over the ends of this bundle it would appear as shown at C in Fig. 1, while the view at D shows the bundle after an end seal has been glued to the paper edges covering the bundle, care being exercised in putting glue on the label to avoid having any glue get on the ends of the packages themselves. A receptacle for holding circular shaped goods such as cookies or cupcakes is shown in the lower left-hand corner of Fig. 1, at E, the object of this arrangement being to have this open carton wrapped in transparent cellulose so that the goods may be viewed from the top when on display on the counter.

Following along similar lines of having the goods displayed, a method of wrapping a bundle of six small items is shown at F. The packaging of these goods is done on the machine shown in Fig. 2. This machine comprises units for stacking the goods, a makeup device for a cardboard tray, a magazine to hold the cardboard pieces in flat stacks, with a complete wrapping machine equipped with feed for the wrapper material.

The arranging of this bundle utilizes the tray G in Fig. 1. As a means of retaining the six individual articles in position while they are passed through the wrapping machine, the entire bundle has a transparent wrapper placed around it with the end folds tucked under the bottom of the tray. The view at H shows in section how the flat cardboard is folded at the sides and ends to make the tray. To the right of this illustration is shown a stack of five wafers which are usually wrapped in transparent cellulose with a printed band placed lengthwise around the bundle, this being indicated at K.



1



2

Fig. 1. Diagrams showing various methods of handling goods for bundling. Fig. 2. Type of automatic bundle wrapping machine in which the wrapping material is fed from a roll, wrapped around the bundle with a lengthwise fold along the bottom of the package, and tucked and folded under the sheet ends



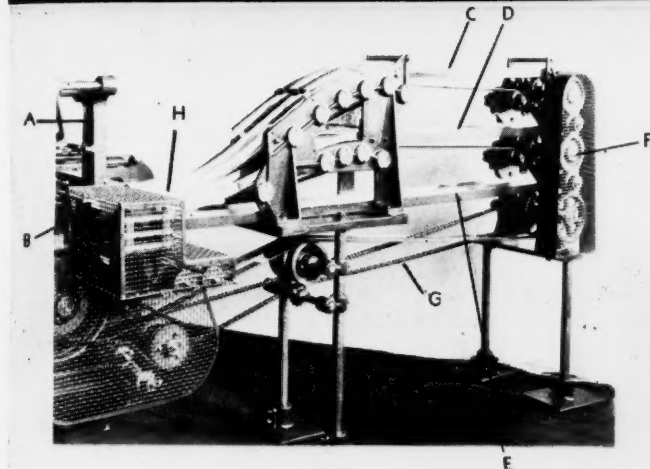
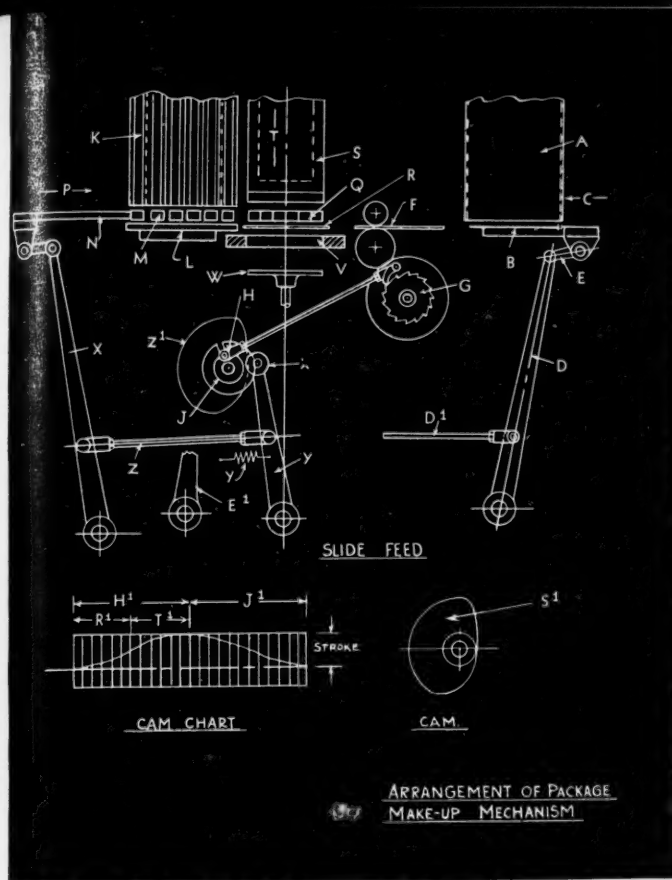
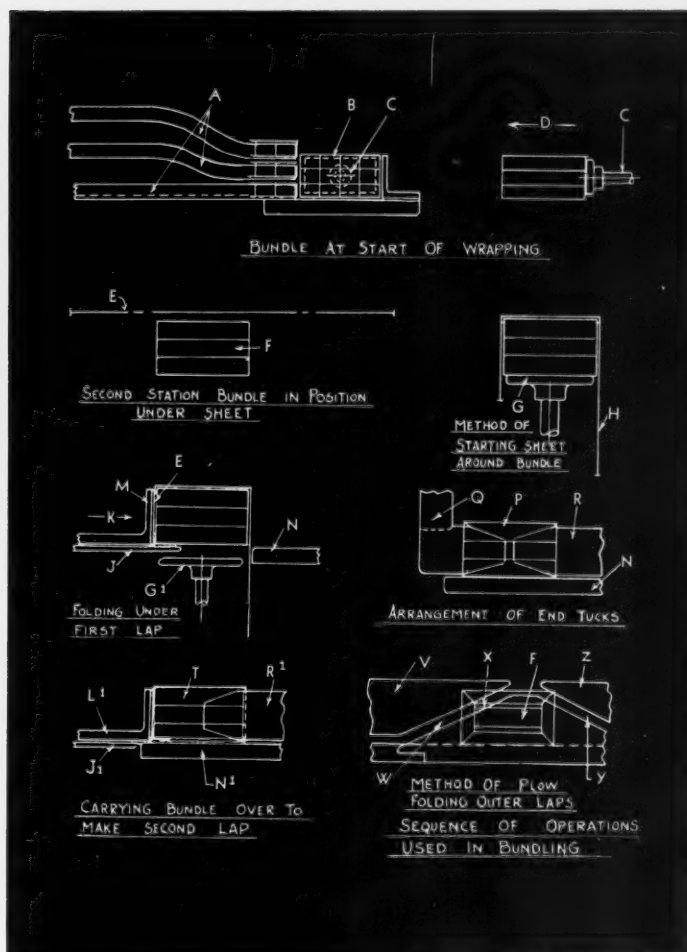


Fig. 3. Method of stacking the bundle and chart of cam curve. Fig. 4. Assembly mechanism on bundling machine. Fig. 5. Diagram showing sequence of operations in bundling

Articles which are irregular in shape often require a cardboard sleeve around them before they can be placed in the machine for either wrapping or bundling. An example of this is the bottle shown at L with a cardboard sleeve M around it. These bottles can then be stacked in bundle form and wrapped in a heavy printed wrapper. A bundle of goods, in which each item is individually wrapped, and the required number of items are then bundled together and wrapped as one unit, is shown in the lower right hand view of Fig. 1. The goods wrapped are indicated at N and it will be noted that this bundle has the four upper items wrapped individually as indicated at P with the lap joint coming at the under side. The lower item Q is turned over so that the lap joint comes on the upper side. Therefore

there are no laps with this arrangement that will show through the package when bundled as the five items finally pass through a sequence of operations that puts a transparent wrapper entirely around the bundle, thereby completing the bundle, this outer wrapper being indicated at R. These several illustrations give rather a comprehensive preview of what might be termed bundle assembling, and, while they can by no means be considered as covering the entire field, they give a fair cross-section of what is accomplished in bundle wrapping.

The bundling machine shown in Fig. 2, employed for arranging the goods illustrated at F in Fig. 1, wraps transparent cellulose around the bundle. The wrapping material is taken from a reel indicated at A, its width being equal to the length of the bundle plus what is required for the end folds. The transparent cellulose passes over a slackener B and then down into the machine over rolls C. From there it enters directly ahead of the bundle and, after cutting off the required amount, it is wrapped around the bundle by suitable mechanism which makes the lengthwise fold along the bottom of the package and then makes the end tucks and folds under the sheet ends. This folding mechanism is not clearly distinguishable in the illustration. However, as we are particularly interested in how the bundle is made up, it will be noted that a stack of cardboard sheets are in the magazine at D.



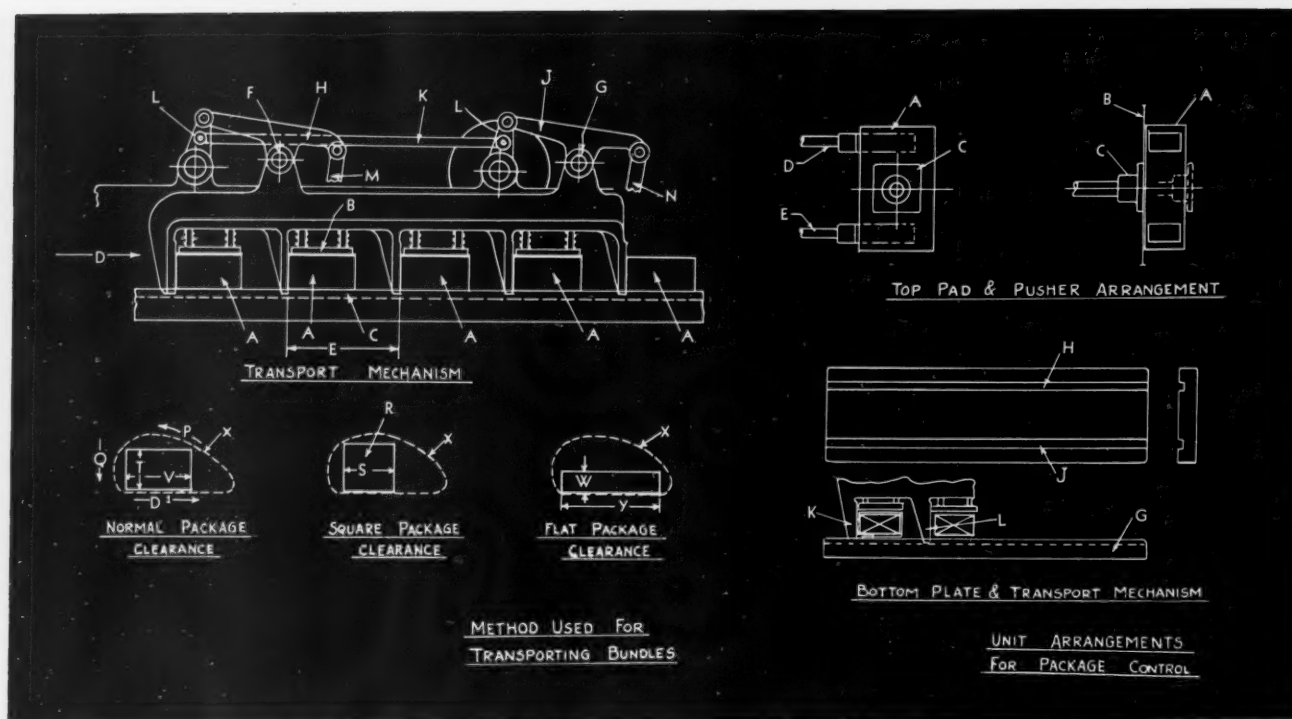


Fig. 6

Fig. 7

A sheet of cardboard is fed from the bottom of the magazine at E by a pick-off slide F. This cardboard then passes through rolls at G into a position H where a plunger later forms the cardboard into a shallow tray.

There is a stacking magazine at J which has six vertical columns full of goods. A slide at K takes from the bottom of these stacks six of the items to be wrapped, one from each column of the stacker, and pushes them into position over the cardboard where the action of the ram at H pushing the goods onto the tray causes the tray to form around the goods following which a slide plunger L pushes a tray full of the goods through the sheet of wrapping material so that the entire unit may be completely wrapped.

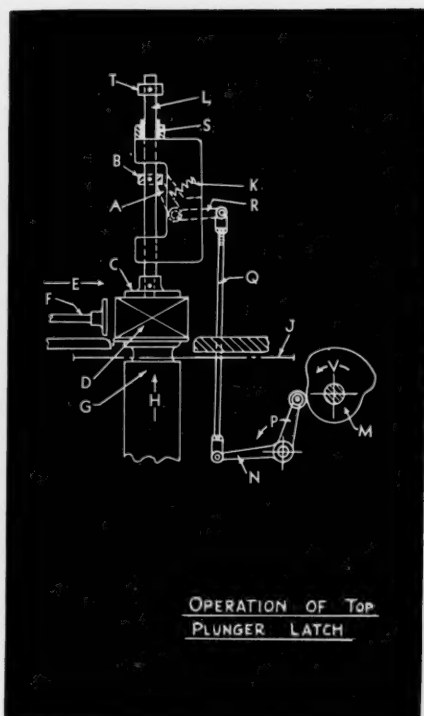
Fig. 3 outlines in more detail the actual method of stacking the bundle. The cardboard holding magazine is shown at A with the slide B used for picking off the lower cardboard. This slide is fed in the direction of the arrow C by means of a lever D and the connecting link E. The cardboard is shown passing through the rolls at F with a ratchet arrangement K being used to revolve the rolls intermittently. This ratchet is operated by an adjustable pin H in the eccentric J. A stacker magazine indicated at K drops the goods on top of a plate L, six of the items bundled being shown at M directly below the stacking magazine. The slide N feeds in the direction of the arrow P the six items closing them together so that they appear as indicated at Q over the cardboard R. The ram S then descends in the direction of the arrow T thereby pushing the cardboard and goods through the hole of the plate V. This action forms the four sides of the cardboard tray around the goods Q, there being a lower supporting plate at W which lowers the goods into position so

that the cross feed member shown at L in Fig. 2 can push the goods into position in the first wrapping station of the machine.

The lever shown at X operates slide N, this being tied to lever Y by means of the adjustable connecting rod Z. This arm Y is caused to reciprocate back and forth by means of the cam Z-1, which is continuously revolving and makes one complete revolution as each bundle is made up. A spring Y-1 is employed to hold the roll X-1 attached to lever Y in contact with the cam edge. Lever D is likewise operated from a cam (not shown) on the same revolving shaft through the medium of an adjustable connecting rod D-1 attached to the rocker lever E-1.

Cam movements in a wrapping machine are usually laid out with considerable care, and a cam of the type shown at S-1 in the lower right-hand corner of Fig. 3 would be carefully plotted so that the lever actions would be gradually accelerated from nothing up to full speed and then gradually slowed down from full speed until they stopped. The layout of the cam curve is plotted on a chart similar to that shown in the lower left-hand corner of Fig. 3, where each vertical line represents an equal number of degrees of cam circumference. This shows a constant acceleration up to the half way point R-1 and constant deceleration from the half way point T-1, the left portion of the cam at H-1 being devoted to the forward stroke of the lever while the portion J-1 is for the return stroke.

While the arrangement just described does very well for small items adaptable to its use, such as candy of the caramel type, a large share of the larger packages are bundled in the manner shown in the upper left-hand corner of Fig. 1. Suitable mechanism for the assembling



8

of these packages in stacks of twelve is shown by Figs. 4 and 5, one corner of the bundling machine being indicated at A.

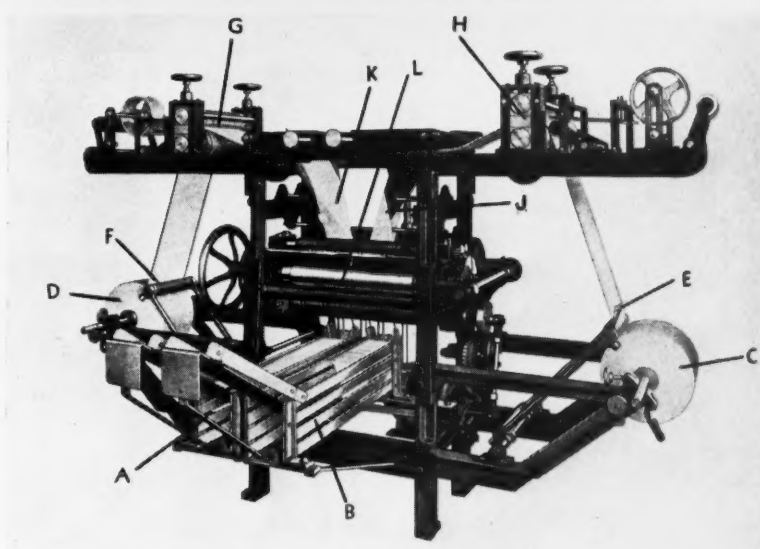
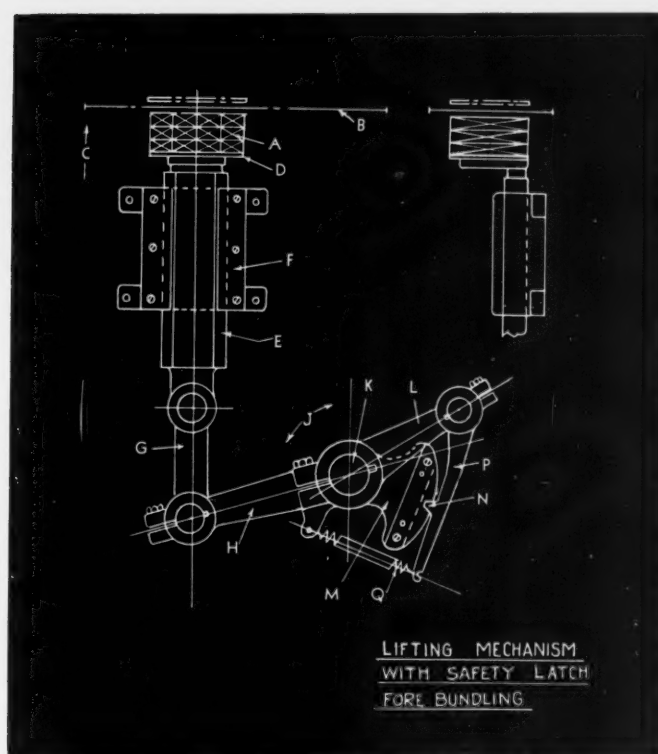
The packages are actually assembled three high by means of a stacker mechanism in the cage at B, this stacker picking off the goods from three conveyors which come together at this point. The upper level conveyor is indicated at C, the central conveyor at D and the lower conveyor at E along which the goods come in a continuous line. These conveyor belts are driven in unison through a train of gears at F operated in time with the bundling machine by means of a chain G. As the three lines of packages come together down the inclines at H, four packages are picked off from the end of each line by the stacker and are fed crossways into the machine where the wrapping operation takes place, placing a printed wrapper or plain paper around the entire bundle. A detailed study of the actual wrapping of the bundle is shown by Fig. 5, where the three conveyors are indicated at A, this being a partial view of the one just described.

The twelve packages are indicated as made up into one bundle at B. After the packages are arranged they are fed crossways by means of a suitable pusher mechanism C, in the direction of the arrow D, until the bundle comes under the sheet of wrapping material E in the first wrapping position where the bundle is indicated at F. The next step is to raise the packages by means of a lifting plate G thereby carrying the sheet of wrapping material upward until it forms around the bundle and appears as indicated at H. Referring now to the method of folding these long ends around the bundle, it is customary to have a slide J come under the packages in the direction of the arrow K thereby folding the short lap under, ready for the next motion.

At this time a plate L contacts the bundle, this plate being carried by an angle slide M, lifting plate G-1 having been lowered to clear the thin slide J as it comes in. Slides J and M in coming forward in the direction of the arrow K carry the bundle across the bottom plate N thus folding the long lap under.

The final position of these slides as shown in the lower left-hand corner of the illustration where L-1 is shown as having advanced beyond J-1. This mechanism operates in conjunction with a bundle transporting mechanism of the type shown in Fig. 6, which conveys the bundle through the successive (Continued on page 105)

Fig. 8. Diagram showing operation of top plunger latch on bundling machine. Fig. 9. Diagram showing safety mechanism to prevent jamming. Fig. 10. Unit for stacking paper napkins in regular order for bundling





# Laguna

## Salespack

YOUR PRODUCTS IN THE NEW  
OWENS • ILLINOIS

Common  
Sense  
LINE



● Pep  
new line  
The CO  
tainers  
the-min  
advanta  
sumer s  
It's LIG  
means h  
MINIMU  
in cap  
filling o  
ALL PE  
meet the

# Sales?



● **Pep up your sales** with this handsome new line of Owens-Illinois Salespackages. The **COMMON SENSE** line of stock containers is an unusually attractive, up-to-the-minute design offering many new advantages to save money and lure consumer sales.

It's **LIGHTER IN WEIGHT**—less weight means hundreds of dollars saved in freight.

**MINIMUM-SIZE FINISH** brings savings in cap cost without sacrificing ease of filling or convenience in use.

**ALL POPULAR SIZES** — capacities to meet the requirements for many products.

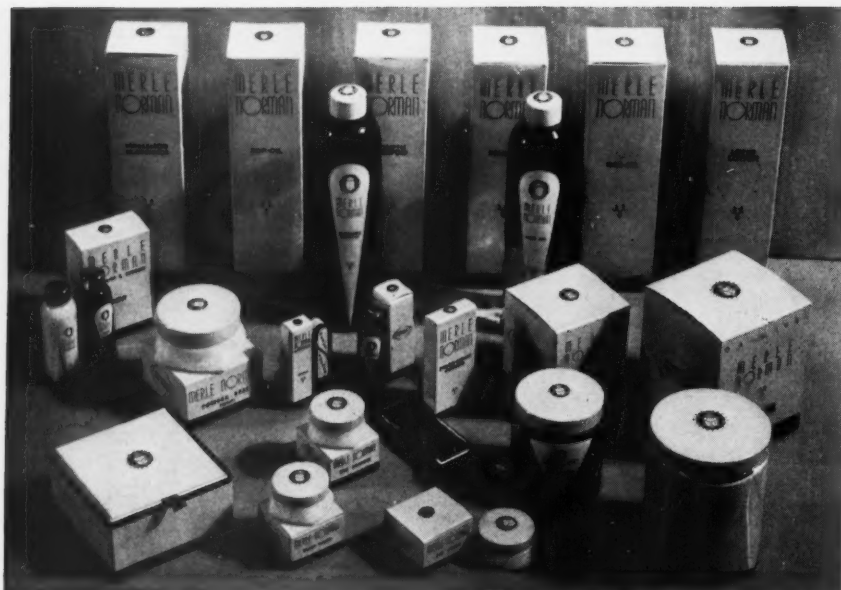
**MODERN LABEL TREATMENT**—opportunity for many label treatments—additional advantage of distinct family resemblance for various products.

**LARGE IN APPEARANCE**—contours and perpendicular ribbing give the effect of greater height.

**FIRM BASE**—exceptional stability in processing—not easily toppled.

In name, in design, in features, this newest Owens-Illinois Salespackage is **COMMON SENSE**. For all details get in touch with your nearest Owens-Illinois branch office.

**OWENS-ILLINOIS GLASS COMPANY**  
TOLEDO, OHIO



Prize winners in family, display, cosmetic and confectionery groups, Fifth Annual Western Packaging Competition



## FIFTH ANNUAL WESTERN PACKAGING COMPETITION

TWENTY-ONE AWARDS were made in ten classifications in the judging of the fifth annual Western Packaging Competition, sponsored by the Ramsey Oppenheim Publications, San Francisco. The award winning packages will be shown at the San Francisco Advertising Club's Packaging Day (May 5) and at the annual convention of the Pacific Advertising Clubs Association, Salt Lake City, June 13-17. Awards in the various groups were as follows:

*Confectionery:* First prize to Townsend's California Glace Fruits Corp., for redwood box.

*Cosmetics:* First prize to Cosray Products Co., for Cosray Lotion bottle and carton; honorable mention to Doleith Laboratories, Inc., for Doleith powder box; honorable mention to Merle Norman Laboratories, for Merle Norman lipstick and carton.

*Beer:* First prize to General Brewing Corp., for Lucky Lager tin; honorable mention to Olympia Brewing Co., for Olympia Beer stubby bottle.

*Wine:* First prize to Italian-Swiss Colony, for Italian-Swiss Sherry gallon jug.

*Other Beverages:* First prize to Adohr Milk Farms, for Adohr milk bottle with applied color.

*Foods:* First prize to Crescent Manufacturing Co., for Crescent 7 Tangy Flavors condiments; honorable mention to Anthony Macaroni & Pretzel Co., for Tops Butter Wafers carton; honorable mention to Durkee Famous Foods, for Durkee's Mayonnaise in Mickey Mouse re-use tumbler.

*Medicinal:* First prize to Owl Drug Co., for Owl Citrate of Magnesia; honorable mention to Drug Leaders, Inc., for So-Da- (Continued on page 88)



# Modern display

APRIL 1937

## Calendars



on the job  
every hour,  
every day,  
365 days  
in the year;  
building  
good will,  
displaying  
your name,  
talking your  
language,  
increasing  
your sales;  
and —  
there's no  
space charge.

WRITE, WIRE  
OR TELETYPE

**FORBES**

can develop  
**YOUR** calendar  
as a vital sales  
unit in your  
merchandising.



**FORBES LITHOGRAPH MFG. CO.**  
BOSTON

1937

**APRIL**

1937

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

*Booklets, Created and Designed by Forbes, Foster Consumer "Good Will"*

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • ROCHESTER • DETROIT

## ONE WAY OF MAKING DEALER DISPLAYS PROFITABLE

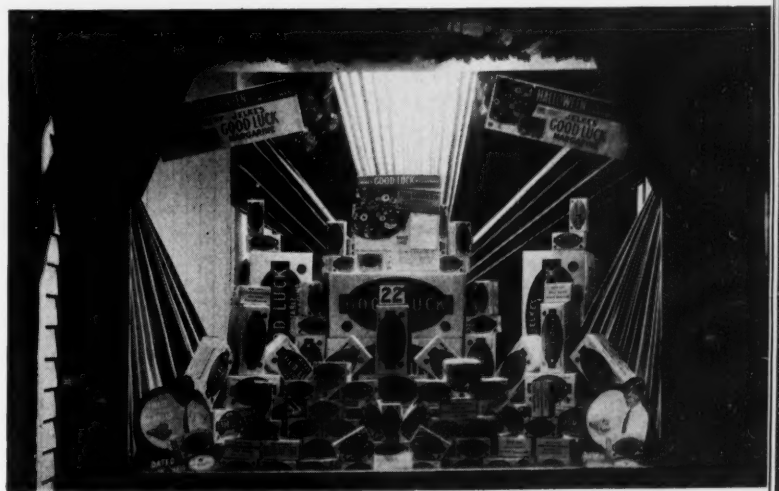
TWENTY-FIVE YEARS AGO business men succeeded and built up fortunes by the simple process of making products which fulfilled definite human needs, and making them readily available in sufficient quantities to meet the apparently insatiable demand that existed. But to the extent that they succeeded they built up the necessary incentives for other men to enter like industries and share in the business and profits. Thus during our lifetimes we have seen a tremendous transition take place, with the emphasis so long placed on production suddenly centered on distribution and marketing strategy.

The competition which every consumer product manufacturer faces today is not alone from other manufacturers of like products, but centers very largely in the retail outlets which represent the bottle neck for the entire distributive system. Convincing a sufficient number of retailers that they should carry an adequate stock of the manufacturer's product used to be sufficient, in the days when retailers were almost literally purchasing agents for their customers, who accepted the products offered to them almost without question. But in today's scheme of things it is generally recognized that getting the dealer to place a supply of a manufacturers' product in stock is only the beginning of the selling job. The manufacturer's responsibility now includes getting products *into* retail stores and *moving out* again in fast order into the homes of consumers who will use them and come back for more.

Certainly there is nothing static about 1937 consumers who, through travel, increased education, greater buying power and greatly enlarged visions have developed to the point where they feel entirely capable of making their own unaided selections from the galaxy of products, of

every conceivable type, character and price classification, that are placed before them. Our grandmothers, and even our mothers, knew certain established trade branded products and stuck to them. But to our fast-stepping younger generation, over two million of whom annually become of age, there is no such product loyalty. In fact in their desire to be just as smartly modern as it is possible to be within their incomes, they seem to be possessed of a feeling that they owe it to themselves to constantly try new things in their search to get their money's worth and to secure new thrills and satisfaction. With tolerant minds, wide open eyes and adequate financial means they offer alluring outlets for products which are presented to them in terms of their own desires.

Recognizing the importance of making products seen in retail stores has led manufacturers to resort to the use of all kinds of displays; in windows, to arrest the attention of passers-by and encourage them to enter the store; and once inside to insure buying action by wall, counter, showcase and floor displays of every description. To the



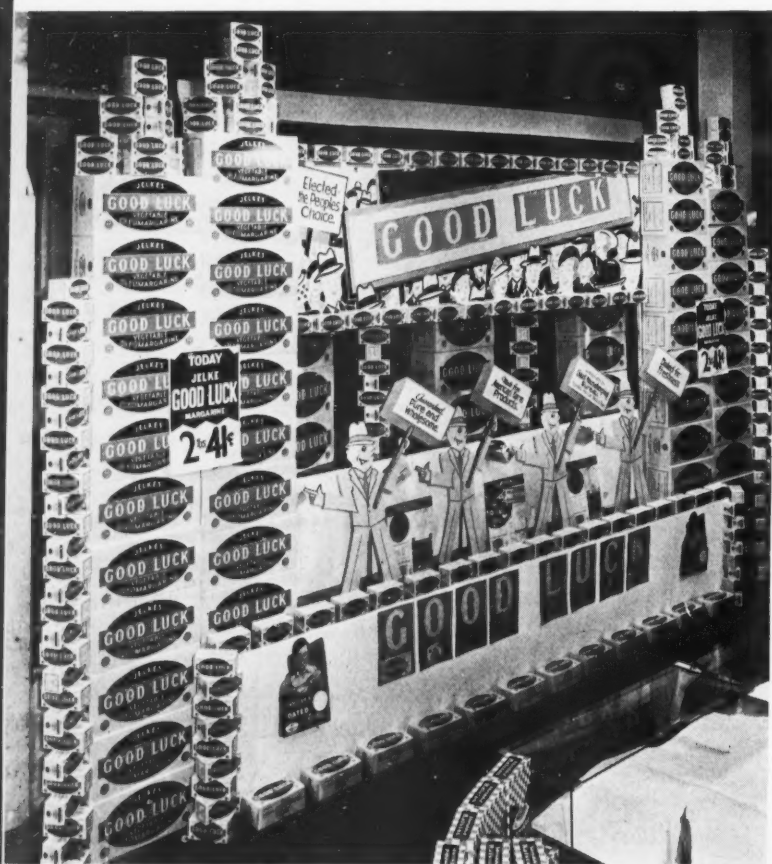
A prize-winning window display, designed, built and used by Economy Market, Inc., Lewiston, Maine, using display materials furnished by John F. Jelke Company, in a national contest participated in by twenty-two thousand retailers



extent that these display devices have made purchases easy, irresistible and tremendously profitable, it has encouraged all manufacturers to furnish increasing numbers of displays to retailers in an effort to get their goods out on open display. As might be expected these displays have fallen into the several classifications of good, bad and indifferent. Many an expensive display, from a cost standpoint, has fallen far short of doing a selling job, whereas some very inexpensive displays have returned their costs many times over in spontaneous sales. Thus it isn't what the display is made of, what method of decorating is used or even its size that counts, but rather how well it is designed with the needs of the retailer and his intense interest in making sales quickly and in large numbers that counts.

But eliminating from our discussion the "beautiful but dumb" types of displays, and staying strictly within those that are designed to sell the products they display, we come face to face with a real problem, namely, the physical impossibility for retailers to find space for all of the displays which are sent to them. Naturally the dealer decides which displays will be used and which ones will be discarded unused. He is not always right in his selections, his choice usually resting on the nature of the product to be displayed, to how large an extent it appeals to his customers, its normal and expected rate of turnover and profit margin and what other displays are competing with it for space in the store. Much can be done to create better displays, through proper product analysis and interpretation, but in addition there are ways of arousing the interest of the dealer in existing display materials to the point where he will find it very much to his own interest to use them. It is with one such effort that this article is concerned, not that this technique will work in all cases and at all seasons, but more or less as a suggestion of the value of constructive thinking and planning to insure the profitable use of point-of-sale display materials.

As is the case with many other food product manufacturers, The John F. Jelke Company recognizes that certain seasons are far more propitious for the sale of Good Luck margarine than others. After the vacations, out-of-door playing and generally relaxed months of the summer, consumers return to their normal lives in the Fall with the advent of cooler weather. It is then that most women take a greater interest in cooking and baking and thus have need for ingredient materials. While advertising of all kinds may be successfully used there nevertheless exists the definite need of directing the consumer's attention to the advantages and economies available in the use of margarine at the time she is in the grocery store on her daily shopping trip. There too exists an opportunity to tie-in the national advertising at a time when it will do the most good, for the minute the need is established in the consumer's mind it may be immediately satisfied. The basic problem is one of creating the proper type of display material, arousing the interest of the retailer, his clerks, the distributors and their salesmen, and finally making sure that any and all dis-



Two prize-winning store-interior displays, in the Jelke "Good Luck" Retailers' Display Contest. Upper illustration shows the display designed and used by the Tiedke Company, Toledo, O., and on the right is shown the floor display of Compo's Grocery, New Orleans, La. This successful contest included everyone in any way concerned with the sales and distribution of Jelke products



play material furnished will be used during that most opportune selling season.

A review of the methods used to accomplish this objective showed certain advantages for a contest, providing that: it could be localized around each distributor; that the plan of operation could be kept simple; that it could tie-in with national advertising efforts; and finally that it could include, as contestants for the worth-while prizes, all who in any way contributed to the sale of the product from the territorial sales managers right down to the smallest retailer. In mapping out this contest, which covered the period of September 25 to October 31, 1936 inclusive, Gordon P. St. Clair, advertising manager of The John F. Jelke Company, planned it along the following lines:

**Retailers.** In order to properly localize the contest it was built around the one hundred and nineteen distributors of Good Luck margarine in the United States who were on intimate terms with the retailers in their respective territories. The John F. Jelke Company furnished all of the prizes, the display and advertising materials, letters and other promotional data bearing the distributor's imprint, the rules, the judges, in fact a complete plan. All that the distributor had to furnish was his own enthusiasm for the contest, proper organization and stimulation of his salesmen, and in return take all the credit for himself, with additional profits from increased sales volumes that were bound to result.

Because the four rules governing the contest were so simple it had a very strong appeal. These were:

1. Build a window, counter, floor or wall display featuring Good Luck margarine.
2. Include in the display the following materials which were furnished complete: Hallowe'en and Thanksgiving menu counter cards; Giant and regular sized Good Luck cartons; price card; and window strips and counter cards featuring reproductions of current national consumer publication advertisements.
3. Take a photograph of the display and send it with the entry blank to the distributor.
4. Accept the decisions of the judges as final.

The method used in announcing and promoting this contest was through a Jelke sales-convention, held in Chicago, at which all salesmen and sales managers were advised of the details. Group distributor meetings were then held in about fifteen strategic points, throughout the territories, at which time a member of the Jelke advertising department held a dinner-business meeting and explained all details connected with the contest. At the conclusion of each of these meetings distributors signed pledge cards reading "I do hereby pledge my whole-hearted cooperation, and that of my sales force, in extending every effort toward making the Good Luck Dealer Display Contest the biggest and most successful merchandising campaign in the history of our association with the John F. Jelke Company, and with this thought in mind, will follow every rule and suggestion." Information reached the retailers through the distribu-



Representative sales promotional materials furnished retailers for use in designing and building their potential prize-winning displays, in the Jelke contest. Colorful counter display card and two easel-backed displays, holding tear sheets giving interesting Hallowe'en sandwich recipes and Thanksgiving dinner menu

tors' salesmen who both told them about it and left folders fully describing it. Upon entering the contest each retailer filled in an entry blank giving his name, address, exact dates on which the display, shown in the photograph submitted, was used and the exact location of the display in the store. The sum total of these entry blanks, when properly analyzed and tabulated, gave the Jelke sales and advertising executives an intimate picture of the open display given Good Luck margarine during the period of the contest.

In selecting the prizes care was exercised to get nationally known and advertised products, such as Elgin watches, Parker pen and pencil sets, Packard electric razors, Manning-Bowman electrical appliances, Wallace silver sets, all of which were well worth trying to win. The contest proved so popular that over twenty thousand retailers participated. A really significant fact is that twenty-four of the one hundred and nineteen Jelke distributors had a one hundred (Continued on page 74)

# TRIPLE-OBJECTIVE DISPLAYS FOR ALE

WHILE SCHOLARS argue the historical basis for the romantic and exciting adventures of Robin Hood and his loyal band, the legend has brought some unforgettable pictures of merry feasting deep in the heart of Sherwood Forest. Surrounded by Little John, Will Scarlet, Friar Tuck, Allan-a-Dale and other familiar characters, Robin Hood presided over the board where was served the finest of the king's sweetly roasted venison. And the natural accompaniment was a barrel of humming "brown October ale" which he made famous alike in song and story.

In a later period it is reported that a shortage of ale (recorded as "beer and vittles") on the Mayflower influenced the Pilgrims to put to shore at Plymouth Rock rather than sailing farther to the south to find a more favorable landing place and home.

But whether in emulation of the rollicking Robin Hood, or as proud descendants of the Pilgrim fathers, ale has been a most popular beverage in New England for many, many years. Temporarily stopped during prohibition, but revived after repeal, the industry is bidding fair to set new sales records for all-year-round consumption of that product.

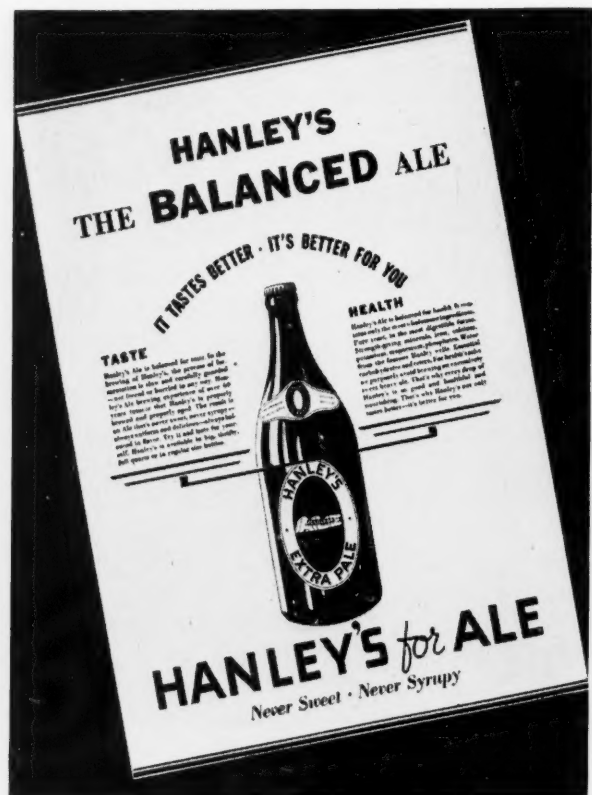
For forty-five years prior to the prohibition period it was a source of interest to see the spic and span delivery equipment of the James Hanley Company, Providence, R. I., exclusive brewers of Hanley's Ale. Of particular note was their truck drawn by a dozen of the finest horses in New England, well groomed, with harness shining, and driven through the streets of Providence to the delight of all lovers of good horses.

In 1919, the deep wells driven three hundred feet below sea level, which had supplied crystal clear water for Hanley's Ale were capped, the brewing equipment disposed of and the organization disbanded "for the duration of prohibition." With repeal assured, however, the large buildings were re-equipped with the most modern ale brewing machinery available, the scattered personnel brought together again and all plans made for renewing operations. With improved facilities, but under the same family management that had developed the business since 1876, the preparatory work was carefully planned to again make the name Hanley's synonymous with the very finest in ale.

In brewing fine ale there is no substitute for time. While the first brewing process takes very little time, it

Uniform oval and neck band labels carry a basic design with a distinctive color for each variety in the Hanley line which features "an ale for every taste"

The Hanley bottle dominates all of the company's consumer advertising. This has proved successful in inducing purchase by building acceptance for the package





nevertheless requires months to surely and safely bring ale to its peak of mellow perfection. Carefully regulated fermentation, rigidly controlled periods of warmth and cooling, followed by leisurely weeks of aging in huge, cool vats, are the needed factors to bring out in the product all the ripe maturity, the clear, sparkling zest, the healthful nourishment and delicious flavor that characterized Hanley's in years gone by.

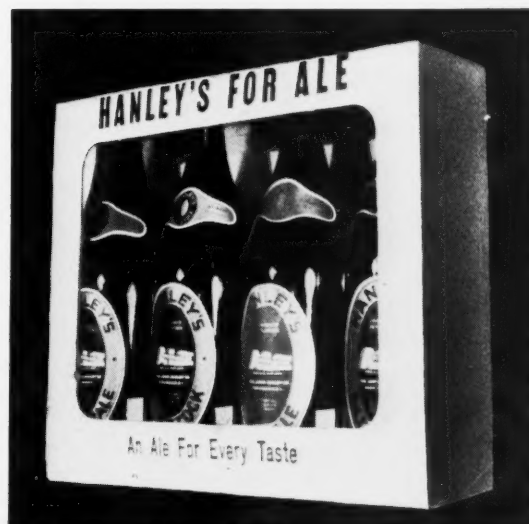
Advantage was taken of the several months' interval, during the period in which Hanley's Ale was ripening and getting ready to market, to do some intensive sales research. One specific inquiry was directed along the line of determining what effect the prohibition period had exerted on consumer tastes. Would post-prohibition appetites prefer extra pale ale or were tastes expectant and desirous of stouter ales? To what extent would ale be consumed in restaurants, taverns and in the home? Should the packages and labels so popular in 1919 be revived in 1933 in exact form and color, or were there improvements which might be incorporated to make the product increasingly desirable?

With full recognition of the desirability of retaining as much as possible the original identity of the packages, to assure authenticity of the ale, which was known as "The Standard of Excellence since 1876," no drastic changes were undertaken. Perhaps because of the influence of the imported Guinness product, an oval label was a tradition in fine ales. The Hanley Company therefore discarded the label previously used, which completely encircled the bottle, in favor of the oval label, bearing their block-lettered trade mark, shown in the illustration.

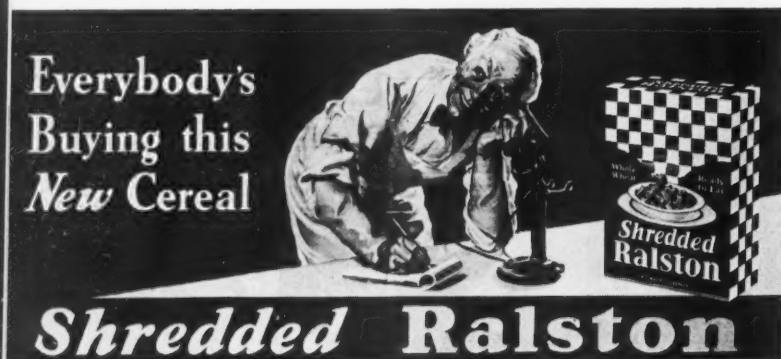
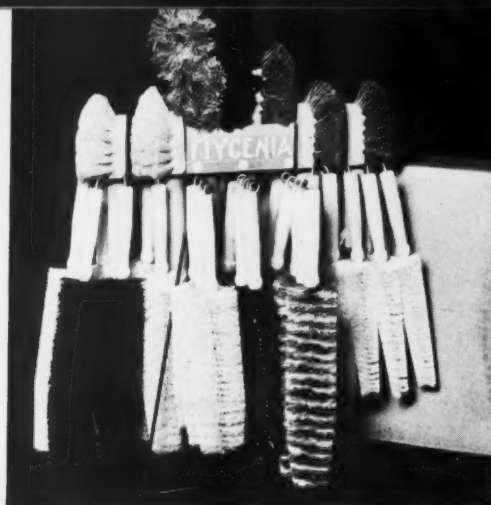
Initial promotion was concentrated on the extra pale ale, popularly recognized and called for by its purple label. The research had indicated that the predominant demand was for this type ale so this seemed sound procedure. After two years' operation, with distribution well established throughout New England, it seemed advisable to test out the market for two other ales, pale ale, under a red label, and half-stock under a green label. Here is how it was done.

Selecting the states of Maine, New Hampshire and Vermont for the testing ground, the company introduced a home package containing four quart bottles—two of extra pale and one each of pale ale and half-stock. The regulations in these states prohibited the offering of spirits in Christmas packages. Ales, however, coming under the beer and light wines classification, were not banned. A printed tuck end carton, with an open window, served as the container, with display in all state-controlled packaged liquor stores. The public's reception of the family package idea was immediate and unmistakable, showing that while promotion had been centered on Hanley's purple label ale there existed a large and ready winter market for the stouter ales.

Encouraged with this effort, and recognizing the advantages to be obtained by point-of-sale promotion, the company readily accepted the recommendation of D. D. Douglass, vice president (*Continued on page 73*)



Upper illustration: Home package used to successfully introduce Hanley's Pale Ale and Half Stock. Lower illustration: Lithographed display used in show windows, on counters and back bars to accomplish a triple-objective



For convenient and effective merchandising of its automobile washing brushes, the Hygenia Brush Company displays these products in the fixture shown—made by Union Steel Products

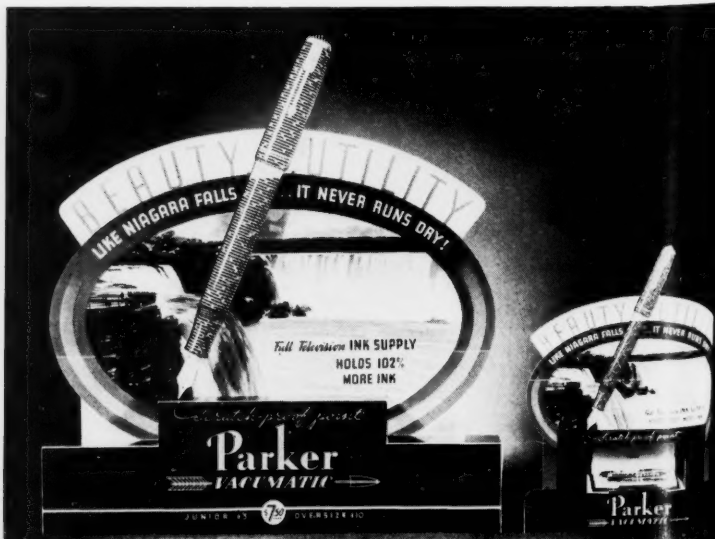
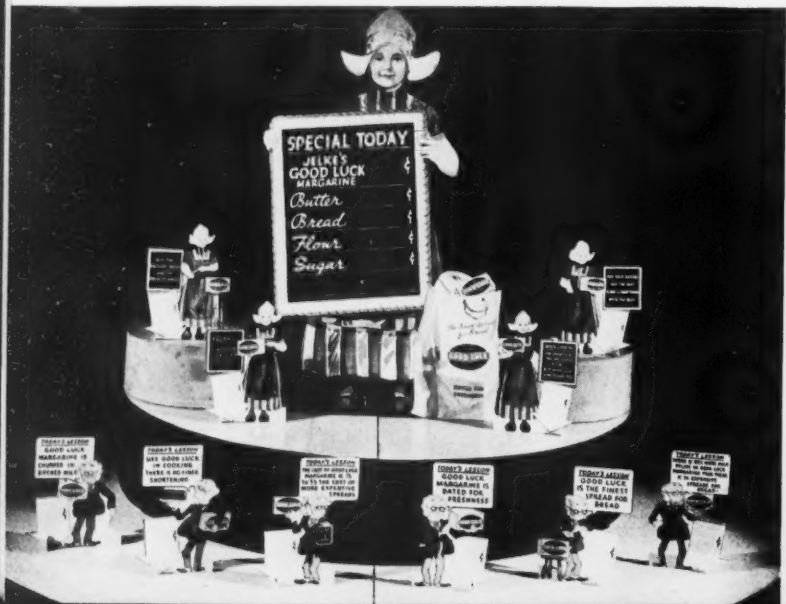
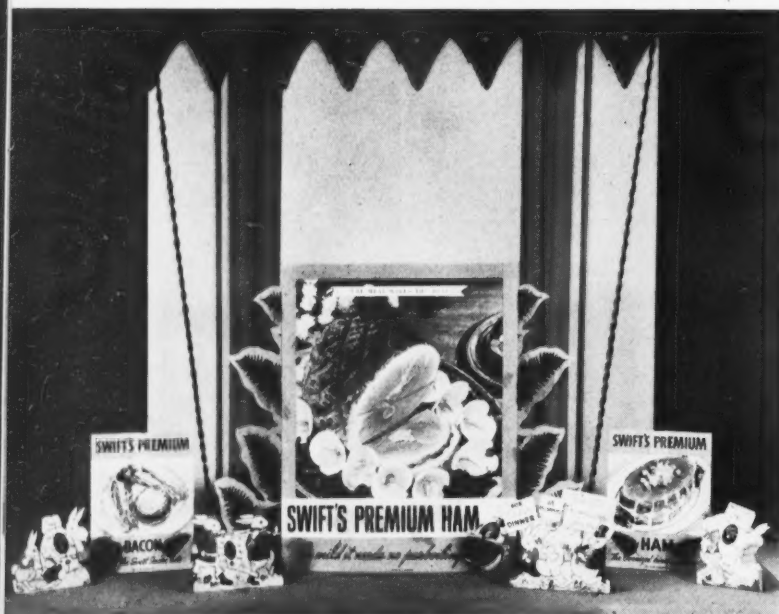
Snap down the easel and out pops the head of a typical Kentucky colonel in the three-dimensional display created by Einson-Freeman Co., Inc., for Glenmore Distilleries

The "order taker" and a prominent full-color reproduction of a package of Shredded Ralston help make a quick-reading 24-sheet poster. Lithographed by The Forbes Lithograph Company

Unusual in design, striking and taste-tempting in appeal, is the Easter window display for Swift & Company, lithographed in full color by The Forbes Lithograph Company. The small rabbit cards add an amusing touch to this outstanding example of display advertising

The Jelke Dutch Girl with her professor have joined hands to help the grocer sell his other staple items along with Good Luck Margarine. Jelke's advertising department in collaboration with the Niagara Lithograph Company designed and produced this merchandising plan

In the new Parker Pen display, Niagara Falls, lithographed in full color, dramatizes Parker's two features of beauty and utility. Lithography is by The Strobridge Lithographing Company





The Stickney & Poor Company features its new Miracle Maid Baking Powder in the printed gold foil display shown. The cut-outs permit an effective showing of two packages of that product. Display was produced by The Foxon Company

A merchandising natural is the small open display basket with the catch line "Take your change in Necco Candies," climbing right up on cash registers everywhere. Various numbers of the Necco line can be featured in this basket from time to time. Created and produced for The New England Confectionery Company by The Forbes Lithograph Company

Effectiveness of the Jello stand is credited to close co-operation between General Foods and the display stand division of The Hinde & Dauch Paper Company in developing the design. The floor stand takes a position squarely in the middle of the current controversy between "orderly" and "disorderly" arrangement of units in the display and offers the advantages of both



Standard Brands, Inc., Chase & Sanborn Division, has adopted a new automatic paperboard dispenser made by Gair for Tender Leaf Tea. The black and red design is a broad adaptation of the design of the individual carton

## GALLERY of advertising displays



# PILFER-PROOFING THE DISPLAY

THE RETAILER who steadfastly refused to even consider an open display stand that a manufacturer's salesman was trying to put in his store stated the problem one way: "You may know your displays but you don't know my customers. Sure, that display will move merchandise but more of it will be stolen than paid for." Another retailer who said: "Of course I lose some merchandise through pilferage from open displays but I sell more than enough to make up for the losses," stated it the other way.

So long as small articles are openly displayed within easy reach, there will always be certain "light fingered" individuals who will unobtrusively slip one or more packages into pockets or purses, unnoticed and unpaid for. This condition is not limited to any particular class or location of store—it's a universal problem. Even the finest of department stores, for example employ house detectives whose sole activity is to spot and apprehend pilferers, with the stolen goods in their possession, so they may be prosecuted. But despite the losses occurring through pilferage, most retailers agree that open

displays on counters, aisle tables and floor stands are indispensable aids to modern merchandising. For, after all, the majority of individuals are honest enough to pay for what they get. Thus it is more profitable to get the additional sales secureable through open displays, making due allowances for some pilferage, than to place the merchandise out of reach in show-cases and keep it there *unsold*.

Common retail practice is to control the situation by confining mass open displays to low-priced items. Thus, visit the large neighborhood drug store and you will note twenty or thirty boxes of five- and ten-cent cigars out on the counter within easy reach of everyone passing by. The more expensive brands are displayed in the showcase, available only to the clerk. There will be a few of the five- and ten-cent cigars stolen but the mass display will encourage many a consumer to buy more cigars than he otherwise would. In addition, the mass display will remind more discriminating smokers of their cigar needs, and they will stop and buy according to their tastes and the condition of their purses.

In these new Schenley displays, each bottle is safely locked in and cannot be removed except through the destruction of the display



But while this reasoning applies very well to low-priced items, there can be no question that many retailers hesitate to use open displays for higher priced merchandise. Particularly is this true in packaged liquor stores where pilfering has been a source of real losses to liquor retailers since repeal became effective. Good merchandising indicates that displays be placed in the store to command the attention of consumers, and serve as reminders to buy. Yet the objection is that this serves as an open invitation to dishonest individuals to steal one or more bottles while the clerk's attention is directed elsewhere.

Finding a method of overcoming this difficulty so that their retailers might safely enjoy the sales stimulation of open displays seemed a worth-while objective to the sales promotion division of Schenley Products Company. Once the problem was stated and clearly understood—namely, to secure the advantages of an ordinary display but made to be theft-proof—its solution was comparatively easy.

The foundation for the display is a hexagonal corrugated base, with three flanged and three plain flaps which are folded inside the top to form a support. A hexagonal corrugated disk is then inserted, resting on the extended flanges of the folded-in flaps, making a strong platform to hold the weight of the bottles. A notched bottle stacker stands erect in the center of the platform. One dozen bottles of "Old Quaker" whiskey are placed around the bottle stacker on the platform. A round disk, perforated with twelve holes, fits over the necks of the bottles, holding them firmly in place and forming a platform for a second layer of eight pint bottles. A second perforated disk is fitted down over the necks of these pint size bottles. Four pint bottles are placed on the top of this disk, perforated with four holes. A quart bottle is placed on the top disk, held in place first by four tabs on the upright support, and secondly by string, wrapped around the neck of the quart bottle, and tied securely through an eyelet. At the very top a circular sign is slipped over the neck of this quart bottle.

The photograph shows this mass display of thirteen quarts and twelve pints of "Old Quaker" whiskey which is pilfer-proof, all bottles being firmly locked in position. Several other displays of somewhat similar construction have been developed, such as the counter display illustrated which holds a full case of "Wilken Family" quart bottles.

Commenting on this Schenley development, Julius Sack, national director of sales promotion said: "Display genius, in the direction of theft-proof merchandise displays has been dormant too long. I believe we have solved the problem for each bottle is safely locked in our displays and cannot be removed except through the destruction of the display. Sales of liquor displayed are made from shelf stock, the display remaining intact until such time as our dealer may wish to feature some other Schenley brand.

"Our first announcement of the perfecting of a theft-proof display brought thousands of requests for them from harassed dealers everywhere. I believe that the

pioneering of this practical idea by the House of Schenley will prove a boon to the retail trade heretofore seriously handicapped by inability to display liquor merchandise on a comparable basis with other commodities sold through retail outlets."

The ingenuity shown in the solution of this troublesome problem in liquor stores suggests possibilities for pilfer-proofing other types of counter and floor displays, which will find ready reception and continued use by appreciative retailers.

### TRIPLE-OBJECTIVE DISPLAYS FOR ALE

(Continued from page 69) of Harold Cabot and Company, Inc., advertising agency, to use an attractive store display. In approaching this subject, it was recognized that the display should have three objectives:

1. Serve as an attractive window display
2. Be suitable for back bars of taverns and bars
3. Counter display for all classes of retail stores

The illustration shows how this triple-objective was accomplished by the three-piece lithographed display, which may be used as an entire unit, or individual displays. Copy and illustration varies with the angles of home or tavern consumption. Used with a mass display of the purple, red and green labeled bottles, this unit is proving popular with retailers who most enthusiastically testify that Hanley's Ales are outselling all competitive brands—both domestic and imported.

Plans are being laid for more consistent merchandising at the-point-of-sale including additional displays as well as refinement of the home package. While nothing spectacular has been brought into this picture, it nevertheless proves the value of utilizing all sales promotion forces available today.

The promotional program in its entirety is credited to Harold Cabot & Company, Inc., the lithographed displays being produced by the University Press.

JOHN M. PALMER, founder of the Palmer Advertising Service that for the past seven years has been a division of the U. S. Printing & Lithograph Co., has resigned. Mr. Palmer, with ten associates who resigned at the same time, has formed a new company, PALMER ASSOCIATES, with offices at 215—4th Ave., New York. Associated with Mr. Palmer in the new company are "Sy" Goesle, art director, E. Russell Palmer, in charge of the western office in Chicago, W. Nat Sanford, Carlton D. McIntire, E. Merchant and Warren Seelye, Jr. In the art department are Irving Olson, Emil Ekloff and Benjamin McDonald. Important additions to the staff will be made in the near future.

The Palmer Advertising Service was founded by Mr. Palmer and Bradshaw Crandell, the illustrator, seventeen years ago and operated a lithographic plant at Tarrytown-on-Hudson until its purchase by the U. S. Printing & Lithograph Co. in 1930. Since that time it has been conducted as one of the divisions of the U. S. Printing & Lithograph Co.

## GOOD DISPLAYS "don't just happen"

They are carefully planned—the idea must be right. Color—size—copy all must be tested. Materials must balance—craftsmanship must be perfect. Construction design—production details, shipping arrangements are important factors. Each display is a stage where your product makes its appearance. Will it do a selling job for you?

Our job is creating and manufacturing "point-of-sale displays" which are permanently useful and constructed of any material, including wood—glass—metals, etc. Perhaps we can help along with your sales plans—we'd like the opportunity to try.

# CRAFTS

INC.  
204 Chestnut St., Providence, R. I.

## ONLY ONE CANDLE ON OUR CAKE

but what a heap of  
laurel wreaths

One year ago, Modern Packaging gave birth to the magazine within the magazine, Modern Display. And twelve issues, is mighty little time in which to become a decisive factor whenever displays are considered.

Yet that is just what has happened to Modern Display. Thousands of firms check it every month for new ideas, new facts on display planning, construction, use and sales.

So far, so good. But you haven't seen anything yet. For forthcoming issues Modern Packaging and Modern Display have a host of special articles and factual surveys that will outrival anything ever attempted in the study of these fields. Don't miss Modern Display . . . the magazine within the magazine that gives you the one complete source of current information on displays and the merchandiser's display problems.

## ONE WAY OF MAKING DEALER DISPLAYS PROFITABLE

(Continued from page 67) per cent showing of their retailers entered in the contest. As an additional incentive an all-expense trip to Chicago was offered to the retailer having the best display in each of the distributors' territories.

**Distributors' Salesmen.** A separate contest was held for the salesmen of the distributors, based on the largest number of retailer entries submitted. In addition, points were given salesmen on prizes taken by their customers. For example, the salesman whose customer got first prize in the contest run by the distributor was credited with twenty points, fourteen points for second prize and so on. Prizes awarded included raincoats, fountain pen and pencil sets and watches. At the end of the contest, each distributor staged a banquet at which he awarded both the retailers' and the distributor salesmen's prizes.

**Distributors.** The John F. Jelke Company ran a contest for its one hundred and nineteen distributors, awards to be made on the basis of the largest number of entries turned in by dealers in proportion to the number of licensed accounts in their territories. Prizes included: a two-day trip to Chicago, with all expenses paid, with the winning retailer as a guest; entertainment at theatrical performances and sporting events; one leg on the silver John F. Jelke trophy (which must be won three times before it becomes the permanent property of any one distributor); and a personal gift in the form of a leather desk clock, carrying a miniature of the trophy, with inscription plate giving him credit as winner.

**Jelke Salesmen.** The company salesmen participated in another contest, the winner being awarded an engraved wrist watch as a permanent memento, which was presented at an honorary dinner tendered him by the entire staff of the company in Chicago. Runners-up received pen and pencil sets, the awards being based on the number of entries in relation to the number of licensed accounts in their respective territories.

**Jelke Sales Managers.** The same conditions held for these executives as for the Jelke salesmen, the prize being a two-week trip to Bermuda for himself and wife, with all expenses paid, and a leather desk clock with engraved plate descriptive of his honorable recognition and award.

Altogether, in the several contests, the number of entrants was as follows: approximately twenty-two thousand retailers; one hundred and nineteen distributors; seven hundred distributors' salesmen; forty Jelke salesmen; and three Jelke sales managers. As a result there was a total of approximately fifteen hundred prizes given in connection with this entire effort.

Local judging was done by one of the executives of the State Retail Grocers Association, in which the contestants were located. Secondary judging was done by Raymond Jordan of the Chicago advertising agency, Blackett-Sample-Hummert, with the final judge being Gerritt Vander Hooning, vice president of the National Retail Grocers Association.



The basis for judging was not on the ability of the individual retailer as a photographer, but rather on his ability to build an original display and one having the most nearly perfect merchandising value. An interesting sidelight is to note the types of displays selected by the dealers, which ran approximately in this proportion: 45 per cent counter displays; 25 per cent window displays; 20 per cent floor displays; and 10 per cent wall displays. The accompanying illustrations are entirely representative of the winning retail store displays.

In reviewing the beneficial results of this contest Mr. St. Clair summarized them as follows:

1. Based on the best information obtainable it was estimated that open displays of Good Luck margarine were used in almost 75 per cent of all retail outlets, in the territories served by Jelke distributors; which is an outstanding achievement.
2. Exclusive of the cost of the display material, which would have been furnished retailers as a matter of regular sales promotion routine, the cost per display secured (as evidenced by photographic proof, was less than seventy-five cents. By comparison with the cost of displays installed by professional service organizations, and in view of the company's liberality in awarding substantial prizes, this was a most economical program.
3. The enthusiasm and sales effort generated a driving power that resulted in establishing the month of October 1936 as the largest month's business in the entire history of the business.
4. Thousands of consumers were reached and favorably influenced to a trial and acceptance of the product the majority of whom have continued as regular users of Good Luck margarine.
5. Having had ample proof of the volume, rapid turnover and profits available as the result of openly displaying Good Luck margarine it is reasonable to assume that the majority of retailers will continue the practice during the seasonable months.
6. And finally, this contest brought all parts of the distributive organization into close personal contact, and established an untold amount of goodwill, which bids fair to weld everyone interested in the sale of Good Luck margarine from President Jelke down to the smallest retailer into a more efficient selling unit.

The hastily conceived and poorly planned sales contest, like the point-of-sale display of like calibre, has but a poor chance of accomplishing any lasting good. But, as so well illustrated in the Jelke promotion, if thoughtful preparation and planning carries through from initial idea to final award, with inclusion of every factor in the entire distribution set-up, it becomes a useful business tool rendering a profitable service to manufacturer, distributor, retailer and consumer!

## HOW GOOD WILL YOUR NEXT WINDOW DISPLAY BE?

### DO YOU KNOW

- that *motion* displays are now *guaranteed*?
- that *one company* now will *build* your display, *place* it in windows you want, *service* it and *transfer* it from one dealer to another?
- that two "Eveready" Batteries will operate the average motion display for twenty-four hours a day for from two to four weeks, depending on the display design?

Write for this Manual  
of Motion Display Advertising



It covers—Key Markets, Cost of motion per day per store, Construction principles, "Do's and Don'ts," case histories showing the tremendous value of motion.


Every advertising manager, agency executive and lithographer should have a copy—send for yours.

NATIONAL CARBON COMPANY, INC.  
P. O. Box 600, Grand Central Station  
New York, N. Y.

Please send me a free copy of the latest Manual of Motion Display Advertising.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ MP-1

Unit of Union Carbide  and Carbon Corporation

# EDITORIAL OPINION

## REVIEWING PACKAGING WEEK

Now that the shouting and tumult of this year's Packaging Convention have subsided, we can take stock, noting the accomplishments and offering such criticism as may be dictated by our observations as well as those of others in attendance. Each year at the close of these sessions we have followed this practice, believing that such controversy will aid in stimulating further interest, to the end that next year's meeting and exposition will surpass that of the year previous.

Elsewhere in this issue will be found a summary of the conference sessions—the papers presented and the subsequent discussions. While these are given in digest form only—for they will be issued subsequently in complete form by the American Management Association—they are sufficient to indicate to those who did not attend that the ground covered was of consequence, and that an earnest attempt was made to influence constructive package thinking.

It has seemed to us that in previous conferences the planning of the programs left much to be desired, in that attempts were made, in an effort to please everyone, to cover a multitude of more or less unrelated subjects. The result was, in each case, that little real good was accomplished in the direction of *coordinated* packaging knowledge. This year's meetings varied in that respect, for, very definitely, each session, with one exception, kept within the bounds of its allotted objective and all extraneous subjects were omitted. This made for a program of accomplishment on the part of the sponsors as well as one of benefit to those attending.

In criticism, however, we would point out what we believe to be a serious omission, and one which we hope will be remedied in future conferences. Even though the session in the afternoon of March 24 was designated "Package Merchandising," there was no reference, either in the papers given or in subsequent discussion, to that very important side of merchandising, display. It is not alone sufficient that the manufacturer design and produce his packages in accordance with accepted principles; he must—if he will effect the fullest measure of their successful performance—provide for their adequate display. In this respect, then, the program failed to "round out" in the same manner as did the individual sessions.

### Let's Consider Display

So we offer as a suggestion for next year's meeting, the inclusion of display—its methods and means—believing firmly that it is today an essential factor in the planning of a manufacturer's package campaign. Display is the natural corollary of modern packaging—they are the in-

tegral parts of the same purpose, namely, to sell goods. The job that the manufacturer of consumer products faces today may be likened in its component parts to a three-legged stool; one, a good product which can be readily demonstrated as fulfilling a definite human need; two, a package which in its construction makes the product so attractive to the consumer as to stimulate purchase; three, display, which is a mechanical means of giving certain products preferred attention at the point of sale—to the end that they will be seen, wanted and bought. Any packaging conference, therefore, that does not give full recognition to the last two factors, fails in an objective which should be paramount in its purpose.

Further, should the question of time limitations arise, we are of the opinion that an additional day devoted to the conference sessions would not be amiss and could be well utilized by those who have made the effort to attend. This year the exposition remained open a day after the conferences had ended—during a time that could well have been utilized for the presentation of papers and discussions. Should this suggestion meet with an objection from the exhibitors, on the grounds that such an arrangement might lessen attendance on the exhibition floor, we would point out the fact that the largest crowds were in evidence in the late afternoon and evening. Furthermore, we believe that all of those attending the conferences were to be found, at some time or another, among the visitors at the exhibits.

At this point it may not be amiss to urge a greater attendance, on the part of package machinery manufacturers and material suppliers, at the conference sessions. Not alone because they will have the opportunity of learning, in many cases, more of the problems which must be met by product manufacturers, but they can also contribute helpfully to the discussions which follow the presentation of the various papers. That package machinery and supply manufacturers have a definite place on these programs was well evidenced in this year's proceedings, and we believe it should be encouraged, both by the sponsors as well as by the constituted groups and individuals.

Contrasted with the conference sessions held during Packaging Week, and compared with earlier efforts, the exhibition was disappointing. Not, mind you, because of any shortcomings of the individual exhibitors, for there were many examples of ingenious and consequential showings. Some surpassed in brilliancy and effectiveness that which they had offered in previous exhibits, and all were of timely interest. But the exhibition as a whole was by no means truly representative of the packaging industry, either in numbers or in relation to the "tools" which the industry uses.

# Step Up Sales with Stylish METAL CAPS




**STYLED** for bigger sales are these colorful, eye-compelling packages for the beauty preparations made by Thornly, Incorporated, N. Y. Their closures—Armstrong's Metal Caps and Jar Covers—are coated in red to match the red and blue metallic labels, producing harmony in design.

You'll find it easy and economical to increase the sales-appeal of your packages with Armstrong's Metal

Caps. You may choose from a wide range of standard designs and colors in both single- and double-shell types. Or at slight additional cost, you may have a cap specially lithographed in clear, bright colors.

In Armstrong's modern factory, cap contours are carefully formed to meet the variations in commercial glass bottle finishes. And, before being packed for shipment, every cap must pass a rigid inspection

for correct formation and appearance. As a result, these caps assure a dependable, secure seal; and furthermore, they are easy for the consumer to remove and replace. For complete information, send for your copy of the new closure catalog, "Better Seals for Better Sales." Write Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Pennsylvania. 

**THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED**



*Armstrong's*  
**METAL CAPS**



## The Show Must Go On—Bigger

We see this as a very defective flaw in the planning of those who had charge of this particular activity, for not only is a poor impression created in the minds of those who visit the show for the first time but there arises also a reaction, in the minds of the exhibitors, as to why others—even though competitors—are not represented. Serving the packaging industry today are several hundred manufacturers of equipment and materials—to say nothing of those who are engaged in service of one sort or another—so that the total of seventy-odd exhibitors makes indeed a poor showing. Is this, we ask, the result of inadequate selling efforts, of a failure to properly cultivate the suppliers and stimulate them to an appreciation of the importance of these conventions, or is it because of indifference?

Thus far, the packaging industry has moved along by means of its own power. It has been a self-starter; it has grown because of accomplishment, because of its ability to stimulate distribution of manufactured goods. And packaging will continue to serve in this manner. But it does need, as any healthy and growing industry needs, the encouragement of those who voluntarily or otherwise accept the responsibility of aiding in its promotion. The best is none too good for it, and, in return, the industry offers rewards well commensurate with value received.

Today packaging accounts for the expenditure of five billions of dollars annually—eleven per cent of the value of manufactured goods. This certainly places it in the "upper crust" of American industries, and, as such, it must and does command respect. It is inconceivable, then, that an annual affair which purports a representation of that industry should continue to remain static. This, we believe, is a very definite problem and one which merits serious consideration on the part of those who have undertaken the sponsorship of these annual gatherings.

## Exhibition Is Neck of the Bottle

The exhibition, it seems to us, forms the neck of the bottle and, as such, requires attention. For while the conferences have shown a definite improvement in the successive years, there has been no comparable advance in the number or importance of the exhibits, considered as a whole. And yet, as reported by practically all of the exhibitors this year, the interest shown by visitors was highly satisfactory.

A minor complaint, although one which should not be ignored, was that relating to the arrangement of the exhibits this year. During Prohibition we took it as a matter of course that we were expected to follow a labyrinth before we reached that place from which we might obtain the forbidden. But in A.D. 1937 we expect—on legitimate business anyway—to indulge in no such wanderings. So it was with considerable consternation—and possibly irritation—that we dodged around pillars and stairways and partitions before we completed

the cycle of our visit to the different exhibits. Perhaps we did not walk so far, but the effect was that our sight-seeing had consumed a marathon in foot-work. And the impression—how different from that which we might have had from a single room, spread out before us upon our entrance! Gentlemen, we are dealing with packages, with packaging, and one of the first rules is attractability!

The attendance, we feel, was below that which it should have been—both at the conferences and the exhibition. A condition which, again, can be remedied. Those who attended the conference session on Wednesday morning will recall the plea of one of the speakers for *cooperation*—and, incidentally, this was a keynote evident throughout a number of the talks given in that and the other meetings. But just as cooperation is needed for successful planning of packages, so it is required for the successful production of a package convention. The sponsors and participators must cooperate, and coordinate their efforts towards its success. It is obviously to the advantage of both to obtain a representative attendance, so that in this instance we see the need for concerted and increased effort on the part of both.

Something to think about? We believe so. The industry already has an investment in these annual gatherings and this can be enhanced by its increased interest in them. The American Management Association, in undertaking their sponsorship, has assumed a responsibility which will not grow less. To the association, then, a definite challenge is extended—a challenge for the fulfillment of the program for conference and exhibition which will be worthy of the packaging industry and make a significant contribution towards the wider recognition of the advantages and profits attainable through its utilization. What more consequential objective can management seek?

## MOTION CATCHES THE EYE

Particularly noticeable were the number of motion displays evident among the exhibits at this year's show. Purposely planned to attract attention, all of them did, from the simplest to those most elaborate in construction and ingeniousness. A machine in operation will always persuade the visitor to stop—the equipment manufacturer has recognized that form of showmanship as his best bet during these exhibitions. But now comes the package materials manufacturer with the same idea—and motion, applied in one form or another, secures desirable attention for *his* products.

Aside from the obvious advantages to the exhibitors who made use of this form of display, the effect was definitely that of "toning up" the entire exhibition.

*L. E. Q. Churlton*

**"BUT I THOUGHT  
YOU WERE BOXMAKERS"**



**"NO MACHINES WERE GOOD ENOUGH  
so BURT made its own!"**

The visitor to the Burt plant, who starts his trip at our machine building shop, is due for a shock. For he doesn't find just the expected repair room, but a full fledged machine plant, designing and building boxmaking machinery from the ground up. The reason? Years ago Burt realized that few standard machines were fast enough, good enough and efficient enough for Burt standards. And ever since, Burt engineers have produced their own machines, inventing new

methods of making better boxes faster and at lower cost. Only the largest box plants could afford to maintain such a practice. And Burt, being the world's largest boxmaker, has thus been able to give its customers advantages they could not obtain elsewhere, at any price. Which is both the reason why we have so many customers, large and small, and one of the reasons why it will pay you to put your problems up to—



**F. N. BURT COMPANY, INC.**

**500-540 SENECA STREET, BUFFALO, N. Y.**

**NEW YORK CITY—630 Fifth Avenue, Room 1461**

**CHICAGO**  
919 N. Michigan Ave.  
Room 2203

**PHILADELPHIA, PA.**  
A. B. Hebler  
P. O. Box 6308  
W. Market St. Sta.

**BOSTON**  
702 Beacon St.

**CLEVELAND, OHIO**  
W. G. Hazen  
P. O. Box 2445  
E. Cleveland, Ohio

**SOUTHERN OFFICE**  
Frank D. Jackson  
2150 Washington Ave.  
Memphis, Tenn.

**CALIFORNIA OFFICE**  
Louis Andrews, Hamilton Club  
Grand Ave. & Wilshire Blvd.  
Los Angeles, Calif.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West, Toronto 2, Canada

# Plants and personalities

The annual convention of the TOILET GOODS ASSOCIATION will be held May 25 to 27, inclusive, at the Biltmore Hotel, New York.

The seventh annual NATIONAL PREMIUM EXPOSITION will be held in Chicago at the Palmer House, May 3 to 7, inclusive.

HALLAS KENYON has joined the Einson-Freeman Company, Inc., as vice-president and art director. During the past twelve years Mr. Kenyon has served as art director for H. K. McCann, J. Walter Thompson and



HALLAS KENYON

Paris & Peart. He has directed over forty national advertising accounts, among them being the A. & P. Food Stores, Borden's, Cory, Fisk Tires, International Silver, Standard Oil of New Jersey, Standard Oil of New York, White Rose Tea, etc.

Announcement is made of the formation of the PACKAGE CLOSURE CORPORATION, which will shortly introduce a line of deep-skirted non-tamperable coverall caps for milk bottles, and secondary closures for other types of glass containers. Offices of the company are at 111 Broadway, New York, with H. H. Leonard, president, and E. H. Wilkinson, vice president and general sales manager.

The shareholders of CANADIAN PAPERBOARD COMPANY, LIMITED, have accepted the offer of ROBERT GAIR COMPANY, INC., for their properties, which consist of paperboard mills at Montreal, Campbellford, Frankford and Toronto, Canada. These mills have been leased and operated by Robert Gair Company, Inc., since 1934.

THE INTERNATIONAL PRINTING INK CORPORATION has acquired control of the Continental Color Corporation, Cleveland, and will operate this firm as an I.P.I. subsidiary. No changes in personnel are contemplated.

The New York sales office of THE STANLEY MANUFACTURING COMPANY, Dayton, Ohio, is now located at 707 Empire State Bldg., with Joseph R. Bokoski continuing in charge. Due to increasing business in Stanley metallic labels and seals and in Stanley greeting cards, Mr. Bokoski has been given assistance in the person of C. E. Fetterhoff as sales representative. Mr. Fetterhoff comes to New York after having worked in the factory in Dayton, getting first-hand information and experience on the creative design and production of the Stanley products.

Construction is now going forward on the new Chicago factory and offices of the NATIONAL ADHESIVES CORPORATION. The building, a 2-story brick and steel structure at 36th Place and Washtenaw Ave., is expected to be completed early in the fall, at which time National Adhesives will move its western division headquarters from its present location at 1940 Carroll Ave., Chicago, Ill. Complete new machinery and equipment, and a fully equipped new research laboratory, are being installed throughout the new plant, which will be the most modern of its type in the world, and the second largest of National Adhesives' factories, ranking next in size to its eastern plant which is located at Dunellen, New Jersey.

The 19th annual convention of the NATIONAL PAPER BOX MANUFACTURERS ASSOCIATION will be held at the Hotel Netherland Plaza, Cincinnati, Ohio, May 23-26. The exposition of Supplies, Materials, Equipment and Machinery will be held in conjunction with the convention.

The BEETLE PRODUCTS DIVISION of AMERICAN CYANAMID COMPANY has taken display space at the Metal and Plastics Exhibits, Inc., International Building, Radio City, N. Y. The exhibit will display products, both molded and laminated, of Beetle, and will give due credit to the fabricators of these parts. It being impossible to show all products at one time, a rotating exhibit will be established so that frequent changes in the articles shown will occur. These changes will coincide with the seasonal markets for various products molded of Beetle.





## ALL THE COLORS OF SPRING..ON METAL

**V**IVID colors of springtime — in fact any color — are lithographed on metal by Heekin experts as easily as they are put on paper. When you want color let us work with you.

THE HEEKIN CAN CO., CINCINNATI, OHIO

**HEEKIN**  
*Lithographed*  
**CANS**  
WITH HARMONIZED COLORS

A Sanderson & Sons, of Perivale, England, have established the firm of SANDERSON PRODUCTS, INC., 44 W. 48th St., New York. This company will serve as exclusive distributor of their fancy papers for the United States. The Sanderson plant, one of the largest and best equipped in the world, enjoys a wide distribution of its products, with agents in practically every country. The officers of Sanderson Products, Inc., are: Llewellyn Lloyd, president; L. F. Supple, vice president and John



L. F. SUPPLE

J. Dauler, treasurer. Mr. Supple, with his long experience in both the manufacturing and distribution of fancy papers, is in charge of sales. Distributors will be appointed in key cities of the country for this line of English fancy papers which comprises a wide range of exclusive and quality patterns.

LITHOGRAPHERS NATIONAL ASSOCIATION at its annual convention, White Sulphur Springs, W. Va., May 11 to 13, will continue the program idea which was inaugurated last year—that of featuring a number of speakers not particularly identified with the lithographic industry. Speakers include George E. Sokolsky, well-known writer on industrial topics; C. B. Larrabee, managing editor of *Printers Ink* who will discuss the relation of lithography to certain classes of graphic arts production; A. C. Nielsen, president of the A. C. Nielsen Co.; Turner Jones, vice president of the Coca-Cola Company and Dr. Miller McClintock. At the meeting, a showing of the motion picture, "The Miracle of Modern Merchandising," depicting the 1936 All-America Package Competition sponsored by MODERN PACKAGING will be given.

BURKE & BAKER, an American sales organization established in Japan over fifteen years ago, with offices and agencies throughout the Far East, now has an office at 82 Beaver St., New York, giving a world-wide export sales service on a commission basis. J. F. Burke, after many years abroad, is in charge of the New York office.

The AMERICAN CAN COMPANY announces the formation of a Premium Sales Division with offices in the New York Central Building, 230 Park Ave. The manager of this division, A. H. Noelke, has been one

of the outstanding men in premium promotion activities. The company offers a wide variety of tested premiums from the extensive lines which it manufactures; also creative facilities for the production of new, distinctive and exclusive items to fit special requirements of individual premium users.

THE NATIONAL PRINTING AND ALLIED INDUSTRIES EXPOSITION will be held at the Coliseum in Chicago, June 12 to 20. Exhibitors will include manufacturers of machinery and processes for printing, publishing, lithographing, engraving, electrotyping, printers and lithographers inks, papers, etc. Headquarters for the exposition have been established in Suite 812, 82 W. Washington St., Chicago, Ill. The show is under the management of Harry A. Cochrane, president of the Trades Expositions Company.

THE GLASS CONTAINER ASSOCIATION of America announces the appointment of Franklin D. Carson as advertising manager. Mr. Carson comes to the association after having been associated with Marshall Field & Company for twelve years, the last five as advertising manager. Mr. Carson will supervise all advertising and publicity of the association. Particular emphasis will be given to glass containers for beer and milk. Newspaper and radio campaigns are now being conducted in several cities. U. S. Advertising is the agency.

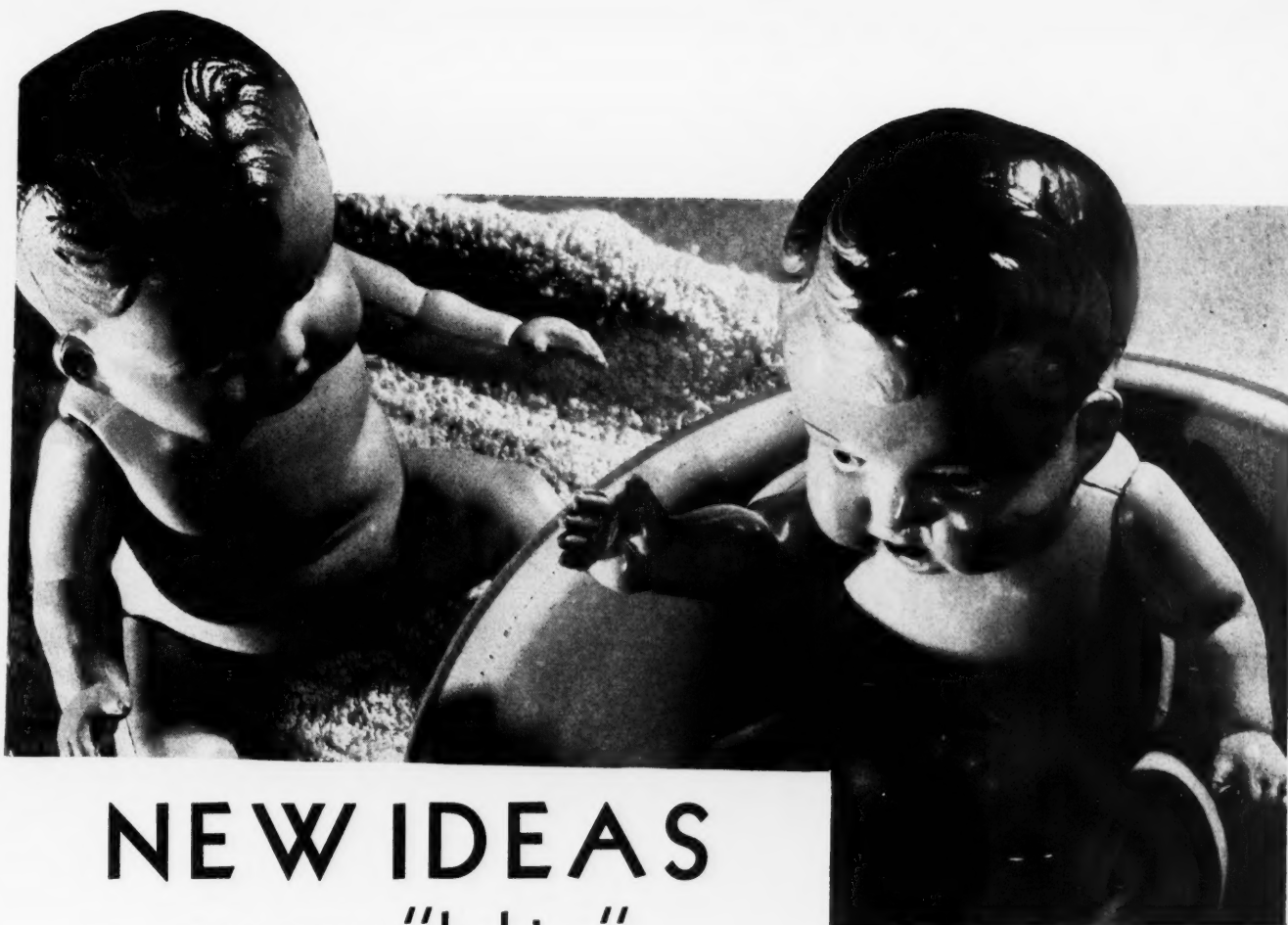
EDWARD E. PETERSON has joined the Forbes Lithograph Manufacturing Company of Boston, as research and marketing service director. During the last six years, when in charge of the Research and Marketing



EDWARD E. PETERSON

Division of the U. S. Printing and Lithograph Company and Associates, and in the course of his earlier connection as vice president of the Atlantic Lithographic and Printing Company of New York, Mr. Peterson worked in collaboration with numerous national advertisers and advertising agencies in the development of coordinated campaigns employing various media, with particular reference to point-of-sale merchandising material.





## NEW IDEAS are our "babies"

How often do you think, "I wish some one could build a machine to do this job for me"...? You have the idea—you know what you want done—you have the "baby."

If it is a packaging idea, lay your "baby" in our lap.

Right now we are working on some developments that will mean a great deal to certain manufacturers. And right now *you* can benefit by other ideas that have already been developed into machines which are making striking savings, and are producing outstanding packages.

*Are you still wrapping by hand?* We have originated many machines for products which at one time were considered too difficult to wrap by machine. Why not see what we can do for you? If you think your volume is too small for machine wrapping, look into one of our new low-priced machines.

*Are your material costs too high?* We have made important savings by developing "Electric Eye" machines which use printed material in *roll form*, registering the printing perfectly on the package. The saving on the cost of buying "cut-to-size" sheets is considerable.

*Have your present machines become obsolete?* Our new high speed models will give you far greater production for the same labor cost; and they occupy less floor space.

*Are you seeking package improvement?* We will be glad to give you our suggestions, based on wide experience in serving the leading package goods manufacturers.

Send us a sample of your present package; tell us briefly your present method of packaging. We will give you our recommendations—without any obligation on your part, of course. Get in touch with our nearest office.



### PACKAGING MACHINERY COMPANY SPRINGFIELD, MASSACHUSETTS

NEW YORK CHICAGO CLEVELAND LOS ANGELES  
MEXICO, D. F.: Apartado 2303 Peterborough, England:  
Baker Perkins Ltd. Melbourne, Australia: Baker Perkins, Pty. Ltd.

# PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines



# FACTS!

# FACTS!

## THAT WARRANT YOUR INVESTIGATION OF

# DIAFANE

## THE NEW, LOW-COST TRANSPARENT WRAP

Riegel's Diafane has blazed a new trail among transparent wraps—for it offers remarkable advantages at a distinct saving. This may seem a pretty broad statement, but check the following facts and you will readily see why many manufacturers have already changed from expensive transparent cellulose to Riegel's Diafane—at a saving of 40%.

Good gloss. High transparency.	Strong. Pliable. Greaseproof.
Surface will not show handling.	Available in highly moisture-proof, semi-moistureproof, and non-moistureproof grades.
Works on any wrapping machine, heat or glue seal.	
Attractively printed at moderate extra cost.	Prompt delivery in sheets, rolls or bags of any size.

Diafane has definitely proven its merit. The Doughnut Corporation of America recommends it, three of the largest New York State bakers have adopted it (using their regular heat-seal wrapping machines), and from coast to coast a growing number of other manufacturers are finding it to be the ideal wrap for many of their products. Surely these facts should warrant your full investigation. Send the coupon at once for trial samples and prices. There is no obligation, of course, but please state the products to be wrapped and method of wrapping so that the proper grade may be sent you.

*Send Me  
the facts about Diafane—  
with prices and liberal test samples.  
I wrap..... ☐ by machine ☐ by hand.  
Mr.....  
Company.....  
Address .....*

**RIEDEL PAPER CORP.**  
**342 MADISON AVENUE**  
**NEW YORK, N. Y.**



The opposite insert is a sample of Riegel's Diafane, available in a wide variety of weights and grades.

## FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

**ATTRACTIVE BOX COVERINGS** in flint enamel and embossed sateen papers are shown in two new sample books, Nos. 15E and 63, recently issued by Hampden Glazed Paper and Card Company, Holyoke, Mass.

**SIX LABELS** recently designed by Arthur S. Allen, 527 Fifth Ave., New York, are presented in an attractive folder, as "tipons" against a background of line drawings simulating the bottles on which they are used.

**FOURTEEN STYLES** of crystal clear, rigid, transparent containers, suitable for a wide variety of products, are beautifully illustrated and described in a new folder available on application from See-Thru Container Corporation, 22-20 Fortieth Ave., Long Island City, N. Y.

**SEALING AND LABELING OPERATIONS** involving the use of transparent cellulose sheets, whether for machine or hand application, will be facilitated by reading the new descriptive folder on adhesives issued by Williamson Glue and Gum Works, 2337 West 18th St., Chicago, Ill.

**FOUR NEW FOLDERS**, fully descriptive of Bliss, Boston and Latham stitching machines, for closing and reinforcing all styles, sizes and weights of corrugated and fibre shipping containers, have been issued by Dexter Folder Company, 28 West 23rd St., New York.

**DISPLAY PAPERS** and materials in over forty colors and varieties are shown in the new swatch book, No. DA7, published by Nalco, Inc., 116 East 27th St., New York. Of particular interest are those showing texture, woodgrain, hammered, embossed, bright foil and plaster wall effects.

A **DISPLAY SERVICE** of unusual merit is available to manufacturers of consumer goods through the recent formation of Display Creators, 110 West 40th St., New York. By combining the talent of a number of seasoned display and advertising men the new organization promises expert assistance in the planning, creation and production of all forms of point-of-sale promotion. A folder—"Display and Dealer's Helps"—gives data on the personnel and major services.

"**PRINTING ON REYNOLDS METAL**" illustrates the beautiful effects obtainable on copper, gold and silver Reynolds Metal, as well as giving much valuable information for the printer in ways of effectively handling these materials. Copies of this novel booklet may be obtained from Reynolds Metals Co., Inc., 19 Rector St., New York.

**ACME CONVEYOR STEELBELTS**, both solid flat-top and perforated open-mesh types, which will not stretch, are easily cleaned and resist surface abrasion, are described in a colorful folder being released by Acme Steel Co., 2840 Archer Ave., Chicago, Ill. It is claimed that these provide a stronger, safer and more economical means of conveying products, both dry and those exposed to water and steam.

**THE USE OF ADHESIVES** from the part they played in bandaging the mummies of ancient Egypt to their service in modern industry is interestingly related in "The Story of Adhesives," a new booklet issued by Stein, Hall & Co., Inc., 285 Madison Ave., New York.

"**CRIMPED COILS**," a new folder published by the American Nickeloid Company, Peru, Ill., illustrates and describes interesting decorative effects obtainable by the use of American Bonded Metals. These beautiful metals, prefabricated in all standard widths and lengths, will not chip, peel or tarnish. Made in four brilliant finishes—nickel, chrome, brass and copper—they may be used to give lustrous beauty to boxes, bottles, jars and displays.

**PERTINENT DATA** on certain packaging machinery for tin and fibre can filling, carton and envelope filling, sealing and tight-wrapping, operating at speeds of from fifteen to one hundred and twenty packages per minute, are contained in a new folder by Stokes and Smith Company, Frankford, Philadelphia, Pa.

**THE FIRST ISSUE** of "Practical Packaging," house organ of the Triangle Package Machinery Co., 908 North Spaulding Ave., Chicago, Ill., announces as its purpose "to bring accounts of developments, improvements, methods and solutions of typical packaging problems." A feature of each issue will be several articles, with illustrations, on "short cut" packaging methods, under the heading "Packaging Tips."

**PRINTERS, ARTISTS AND ADVERTISERS** will find the new printing ink sample book of Lewis Roberts, Inc., Newark, N. J., a valuable addition to their business libraries. Ingeniously die-cut holes through many of the sheets permit masking of surfaces for accurate comparisons for matching purposes. A demonstration of the tonal variations obtained by running different amounts of ink on identical surfaces is but one of the factors which make this an enlightening text book.

# Equipment and Materials

## Observed at the Packaging Show

In all, seventy-one exhibitors occupied space at the Seventh Packaging Exposition. Exempting the trade publications which were represented, about sixty per cent of the exhibits showed materials and equipment of exclusive interest to packaging, the remainder being equally divided between those which directly applied to packing and shipping and to both groups.

Of these, but a few were new exhibitors, most of the space being occupied by those who have been represented at previous shows. However it was noticeable that certain groups, such as the tin-container manufacturers, were conspicuous by their absence, and the exhibition, viewed as a whole, was not representative of the industry. But the individual exhibits were, for the most part, effectively displayed. As far as can be ascertained, the results—evidenced in the interest displayed by visitors—were most satisfactory.

MODERN PACKAGING has in the past shown reproductions of various booths at the packaging show, believing this procedure to be of interest to its readers, particularly to those who were unable to attend. However, it has been necessary to show these views in such reduced size that little was discernible—other than the fact that such-and-such a company was "among those present"—that the practice has been discontinued. More serviceable, it is believed, is the reproduction of illustrations showing individual machines and materials as generally offered each month to those subjects.

Several of the machines shown in operation have already been described and illustrated, and others will be so treated in subsequent issues. Stokes & Smith included in its exhibit of packages, filled and wrapped on S & S machines, a conveyor net weight scale for crackers, candy and similar products. Package Machinery Company attracted attention with its Model F A 2 adjustable wrapping machine, operating at 40 per minute with a range of several different sizes. Pneumatic Scale Corporation displayed an electric vibrator feed weigher, in addition to a motion exhibit showing various packages assembled on Pneumatic machines. The largest group of machines shown was that included in the exhibit of Amsco Packaging Machinery, Inc., and Wrap-Ade Machine Co., Inc.—crimpers, trimmers, sheeters, bag makers, fillers and wrapping machines. U. S. Automatic Box Machinery Co., Inc., exhibited a Model M. G. Bond gross weigher and a simplified "National" Scott net weigher. F. J. Stokes Machine Co. demonstrated the utility of its "fat-fill" collapsible tube filling

equipment. Peters Machinery Company exhibited a new model of its Junior forming and lining machine. An automatic can filling machine for lye and similar products was shown by Triangle Package Machinery Co. Two models of its new Pony Labelrite were included in the exhibit of the New Jersey Machine Corp. At the booth of the J. L. Ferguson Co. a moving film depicted the making and operation of its machines.

Among the devices shown were several models of taping machines, exhibited by Better Packages, Inc.; stitching equipment by Dexter Folder Co.; package tying machines by B. H. Bunn Co.; stapling equipment by Bostitch Sales Co.; a curl removing sheeter by Chas. Beck Machine Co.; Manufacturing Distributors Co. demonstrated the operation of the Eltekon paper shredder—a machine having a capacity range from 100 to 1000 lbs. per hour.

The container group was comparatively weak in its representation although the few exhibits were of high calibre. Among these were the following: Owens-Illinois Glass Co., with a modernized setting of glass-block construction exhibiting an extensive range of glass bottles and jars. Container Corporation of America, occupying the largest space in the show with an illuminated mural depicting the manufacture of paperboard and containers. American Coating Mills, Inc.—a moving picture showing paperboard manufacture. Hinde & Dauch Paper Co.—shipping containers and corrugated floor stands. Cleveland Container Co. and Sefton Fibre Can Co. both exhibited samples of fibre containers. National Metal Edge Box Co. utilized a motion display in the showing of its metal reinforced boxes. Representation in the set-up box group was confined to two exhibitors: S. K. Smith Co. and Brisbane Box Corp.

Plastic materials, as used for closures, containers and displays, were shown in great diversity at the booths of Bakelite Corporation and General Plastics, Inc. Celluloid Corporation, in addition to showing utilization of its Protectoid in sheets and laminated form, also displayed a variety of the new rigid containers made from that material. Armstrong Cork Co. exhibited a complete line of closures in a series of moving panels. Another exhibitor of closures was Thorn Tite Tops, Inc.

New in the line of materials is Corroflex—a flexible cushion wrapper—made by Sherman Paper Products Corp. and shown at that company's booth. This consists of an inner, all-kraft, soft-cushioned surface combined with a heavy outer Northern kraft wrapper, enabling wrapping to be done with or across the corru-





# The Proof of the Pudding

The true test of a good glue is its ability to do its work *unnoticed*, without undue supervision.

That, briefly, is why so many of America's leading packagers have standardized on Mikah Glues, eliminating one big source of production headaches.

## NATIONAL ADHESIVES CORPORATION

New York . . Chicago . . Philadelphia . . Boston . . San Francisco  
and All Principal Cities

GLUES, GUMS, AND PASTES FOR EVERY MACHINE OR HAND OPERATION

gations. Likewise new were the fabrics for box and other coverings, displayed by United Cotton Products Co. Sylvania Industrial Corp. showed, for the first time, its Sylphlox—a new pilfer-proof sheathing, suitable for bottles, etc., and applicable in the same fashion as cellulose caps—in addition to an extensive and colorful display of other transparent cellulose products. "Packages on Parade" was the theme of the du Pont exhibit which featured a series of packages, Cellophane-wrapped, moving across a miniature stage.

Hercules Powder Co. attracted full attendance at each showing of its puppet performance "Sussie Saves the Sales," during which the advantageous qualities of surface coatings, as applied to packages, were entertainingly demonstrated. The part which adhesives play in the business of packaging was well emphasized in the exhibits of Arabol Manufacturing Co. and National Adhesives Corp.—both of which included moving displays. International Printing Ink Corp. demonstrated the utility and quality of its products by means of a comprehensive selection of packages on which I. P. I. inks had been used. Labels, other than those which were evident on packages shown in the various booths, were represented by only one concern—Tablet & Ticket Co.—but this display served well in showing the progress made in this branch of the industry.

Kalamazoo Vegetable Parchment Co. showed an extensive exhibit of packages to demonstrate the utility of the various papers which it manufactures. Likewise, Reynolds Metals Co., Inc., demonstrated the use of metal foil, foil papers and board—as applied to unit and bulk packaging. Riegel Paper Corp., in addition to its line of well-known glassine, decorative and other papers, featured newer developments: Avenex—a retardant for rancidity, applied to paper through sizing and wax emulsion and well adapted to the wrapping of dairy and bakery products, potato chips, etc.; a treated parchment—oil-proof, water-proof and heat sealing, also air-tight and can be inflated with carbon-dioxide gas; a new type of laminated glassine, more moisture-proof than before. Laminated papers and their applications were displayed by Bert C. Miller, Inc.

Making its initial bow, Allcolor Company, Inc., exhibited its large and small cabinets, each of which contains a set of accurately notated color papers filed and indexed to enable a selection of desired color combinations.

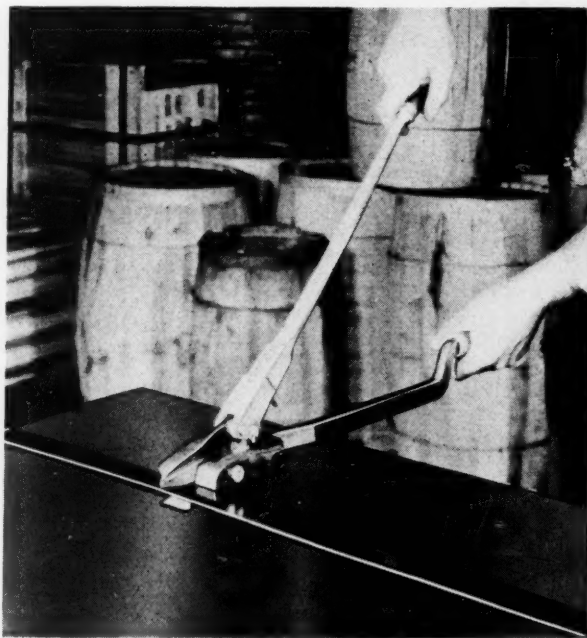
Representing displays were Einson-Freeman Co., Inc.; Ivel Corporation and Union Steel Products Co., the latter showing only steel and wire displays.

### New Tool for Cutting Flat Steel Bands

An efficient, simply operated shear for cutting flat steel bands has been perfected by the Acme Steel Company, 2840 Archer Ave., Chicago, Ill. This tool is particularly valuable to shippers and receivers who are confronted with the problem of unpacking heavy shipments bound with Steelstrap. The new shear, recently released, cuts  $\frac{3}{4}$  in. and  $1\frac{1}{4}$  in. bands easily and quickly.

Leverage produced by the toggle action of the handles of the shear makes the last portion of the cut as easy as the first.

It has been scientifically designed to prevent fatigue on the part of the operator, and the stationary handle protects the user's hands. A single stroke of the upper handle makes a clean square cut. The two sheared ends of the band remain flat. Curling and uneven edges are



eliminated. The shear will not twist or turn. The flat lower jaw of the shear is slid under the taut band holding the edge in a level position until the cut is completed.

### WESTERN PACKAGING COMPETITION

(Continued from page 62) Lax bottle and carton.

*Display Packages:* First prize to Tri-Pak Gun Kit, Inc., for Trip-Pak Rifle and Pistol Packs; honorable mention to Boericke & Runyon, for Eopa Poison Oak Kit; honorable mention to Helms Bakeries, Inc., for Helms' Olympic Village (cookies); honorable mention to Sussman, Wormser & Co., for S & W Tea Bags.

*Miscellaneous:* First prize to Shell Oil Co., for Shell Spot Remover; honorable mention to Frank E. Patrick, for Patrick's Briten-Up Glass Polish.

*Family Groups:* First prize to Merle Norman Laboratories, for Merle Norman cosmetics; honorable mention to Shell Oil Co., for Shell specialty products.

DURING THE LAST FIFTY YEARS the bottling of carbonated beverages has grown from practically nothing to a two hundred and fifty million dollar industry. The large part played in its development, by the originators of the closure that made bottling practical on a volume production scale, and the present variety of CEM equipment used by large factors, is told in a colorful sixty-four page booklet just published by Crown Cork and Seal Company, Inc., 1508 Barclay St., Baltimore, Md.



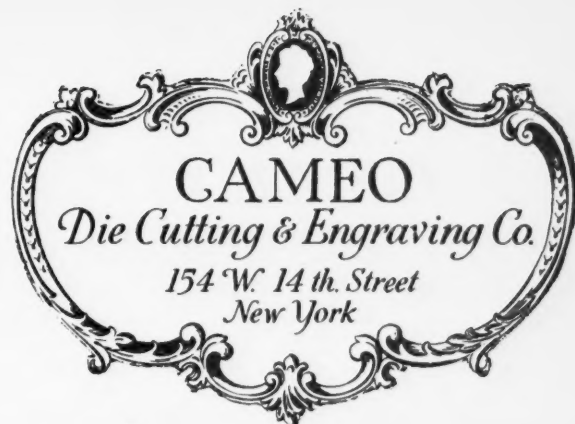
A NEW HIGH MARK  
IN LABEL TECHNIQUE

CAMEO'S

MULTI-TONE  
GOLD ANTIQUE



We suggest that this type of label treatment . . . the cost is not high when the beauty of effect is considered . . . is particularly applicable to products in the men's attire, men's giftware, cosmetic and confectionary fields. Cameo's expert label planners will be glad to aid you in developing Multi-Tone Antique or other types of embossed labels.





## GENERAL HUGH JOHNSON'S ADDRESS

(Continued from page 42)

"You have done your part in all this, as any glance around will show. The conquest of moth and rust which corrupt, and of thieves breaking through to steal—the almost indefinite protection of perishables from decay of all sorts, the preservation of freshness in foods and clothing and everything usable. A tremendous increase in consumption by making almost everything that moves in commerce so attractive that nobody wants to resist it. But where is all this increasing and tremendous efficiency leading?

"It certainly is leading to a rapidly decreasing dependence of the whole human race on the drudgery and expenditure of time and effort in the mere business of existence. That, too, is a wonderful achievement, but there is another way to say it. It takes tremendously fewer man-hours of work to keep the machinery of society moving—the mere process of existence operating. In even more plainly barnyard language—there is less opportunity for employment than ever before in the history of the world.

"Why? It isn't merely an amazing improvement in the technology of production until one man can do easily today what nine did yesterday with much greater effort. It is that the actual consumption of things has been tremendously decreased by better methods. I know of a proved process which should make chromium, or rustless steel, at relatively little increase in cost over common steel. Why, rust is the principal customer of the steel industry. If you cut him off—and chromium does it—I know a whole lot of men in the steel industry who are going to be looking for a job.

"You, too, are contributing to the same end, perhaps even more than Old Man Oxidization in the metal trades. Decay and staleness consume a lot more food and other comestibles than human beings and if you go on at your rate for the immediate past, people won't care very much whether their rump steak or *patie de foie gras* was put up with the mummy of Rameses II, or only day before yesterday. They can't tell the difference.

"There are a whole lot of people who say that this practical revolution in the law of supply and demand doesn't make any difference to employment. They say that all these improvements make new industries to absorb the hordes of men thrown out of work in the old ones. They say that your tremendous improvements so lower the cost of every human necessity that consumption of new things increases and more jobs are made to offset the myriads of jobs that are unquestionably lost.

"Horsefeathers! There is not an honest study of the trends of unemployment and quantitative production that does not show that we are up against a real triple A Number One problem—a problem of the very first magnitude—like slavery, like the religious disputes of the Middle Ages. It is of such serious threat to both our economic and our political systems that we had better think it over quietly now while we yet have calm—and not wait until, in the shadow of the barricades, there

isn't any time to think it over at all.

"We are getting back pretty close to 1929 volume of production, and we still have between 8 and 9 million unemployed heads of families which means, on usual census averages between 35 and 40 millions of people—maybe 30 per cent of our population—who, apart from charity and Government subsidy, don't know where the next meal is coming from.

"You can't go on forever that way. You can't live under a Government spending system which requires two out of every three families to support a third by taxes. You can't go on in a country of boundless resources with one-third of the people idle and living on the charity of the rest. It will bust the country financially just as that kind of private panhandling and the political philandering that goes with it will bust the country morally. It isn't decent. It isn't sensible. It isn't moral. And it most certainly isn't American.

"What are we going to do about it? I don't pretend to know the final answer. Maybe you guys can wrap it up in some of your packages and make it look different but I can't. There are a lot of economic Kibitzers down in Washington who don't agree themselves. Each of the principal New Dealers has one sitting at his elbow whispering the ultimate and final conclusion in his ear. The trouble is that they don't all whisper the same things, and the Administration breaks up in conflicting schools of so-called thought. You can call them 'schools' if you can call a bunch of fish a school.

"One crowd says: 'There is no way except to confiscate all incomes of importance by taxes and divide the pot among those who have no work.' Another says: 'The whole problem would be solved if all prices were so low that everybody could buy. Put in absolute price controls. Break up all the great corporations. Abolish profits and let us have production for use only.'

"Don't minimize this tendency. The air of the Capitol is simply saturated with this talk. There is a rumor that when the President comes back there is to be a great Aulic Council where all these emasculated pooh-bahs are to have their say, and out of it is to come some magic panjandarum panacea along some such line to settle once and for all the fate of the capitalist and profits system in the United States.

"Again I ask what are we going to do about it? If I undertook to say, I would be as starry-eyed as some of these captive Josephs and Daniels who have been holed out of this or that academic cloister to interpret the King's dream—and maybe I am.

"They say that out at the great Government nut-house in Washington—St. Elizabeth's—a visitor was impressed with the extreme sanity and intelligence of the modest, quiet, harmless inmate who had been detached to show him round until he finally asked what was the matter with a splendid soldierly looking figure standing under a tree with folded arms. 'Oh,' said the guide, 'the poor fellow is deluded. He thinks he's Napoleon. And it's such a pity. He should be so easily cured with me here with him most of the time.' 'Why?' asked the visitor. 'Are you also a doctor?' 'Oh, no,' said the nut,



**VARIETY:** *Mushroom Corks are one of many Closure styles made in the Mundet factories.*

**MUNDET OFFICES** in the following cities are ready to serve you. They offer the unusual resources of an organization that has specialized in Closure manufacture for over 70 years.

ATLANTA  
339-41 Elizabeth St., N. E.

CHICAGO  
532 W. Erie St.

CINCINNATI  
427 W. 4th St.

CLEVELAND  
11500 Florian Ave.

DENVER  
The Stone-Hall Co.

DETROIT  
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LOS ANGELES  
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MEMPHIS  
Memphis Bonded Warehouse

NEW ORLEANS  
432 No. Peters St.

PHILADELPHIA  
2226 Arch St.

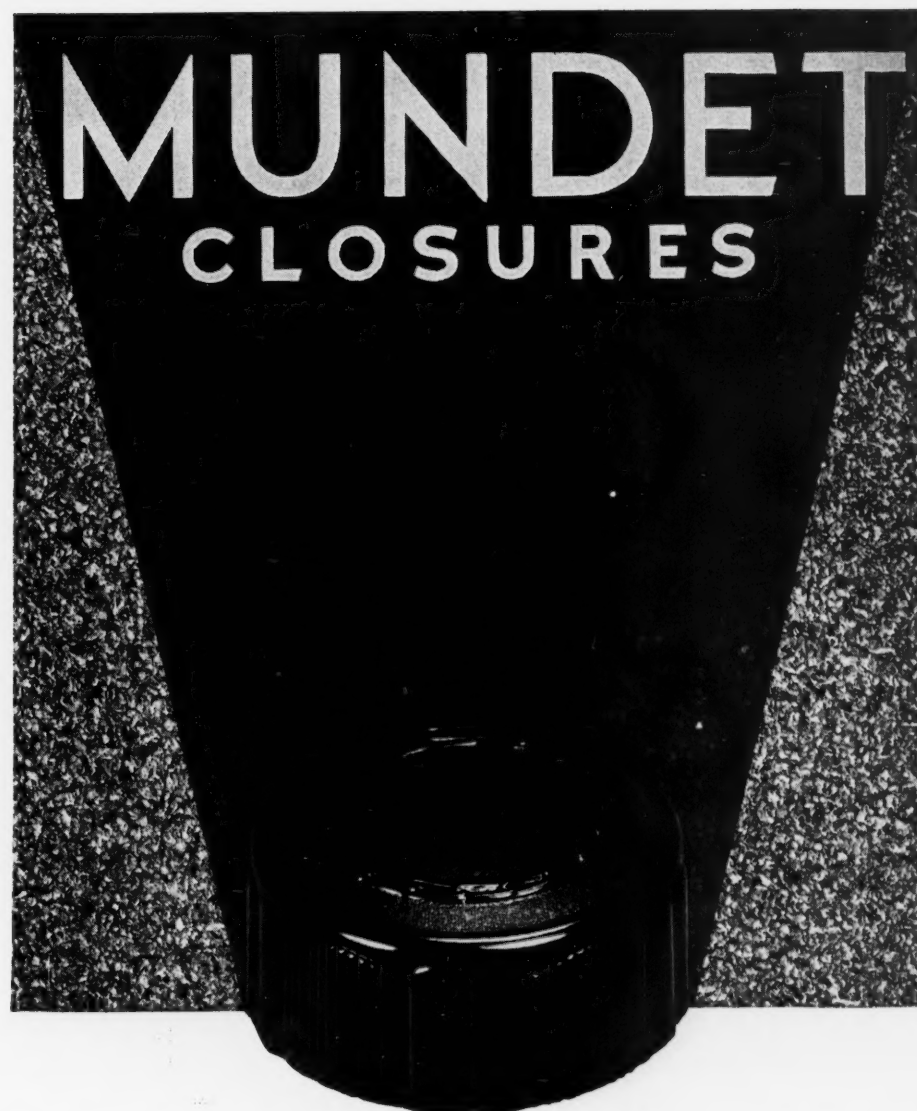
ST. LOUIS  
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**MILLIONS** of Corks are produced by Mundet for service throughout the world. Shown above is a wedge Cork.



*This Closure is no sissy!* It has a rugged nature under its polished exterior. Decorative, it offers workmanlike action . . . seals smoothly and securely with tenacious GRIP. Unseals promptly without inciting violence. Its non-skid, ribbed skirt assists in the effortless use of your product.

This Closure takes a heap of punishment without chipping or cracking. Complete with the proper liner for your product requirements, it guarantees most dependable protection and service. Available as illustrated or made to special order. In standard diameters, black duo-tone or in colors. Write for samples and prices.

**MUNDET CORK CORP.**

65 SOUTH 11th STREET, BROOKLYN, N. Y.

APRIL 1937

91

'I'm Napoleon myself and that ought to convince that crazy bum.'

'I'm not Napoleon. And I don't think there is any single cure for this certainly existing condition. But of one thing I am sure from as intense an experience as any man. You can't absorb the unemployed in this country, in view of their vast multitude and in view also of the constantly increasing mechanical efficiency of this country—both in the production and preservation of commodities—on the present schedule of hours of work. Part of the answer to this most perplexing of our problems is some reduction in the hours of work per week with no reduction in either the weekly wage or the buying power of the weekly wage.'

'I know the immediate reaction to that. It has been emphasized by subsidized statistical services like the Brookings Institution and the National Industrial Conference Board. That's another abuse that ought to be investigated. These intellectual kept women of our economic night life who are advertised as purely impartial and come out with exhaustive statistical analyses by second-rate academicians—honest enough so far as the work is concerned, but based on economic assumptions that are not honest.'

'If proof of that were lacking, it should be found in the glaring inconsistencies of the results of these mountains laboring and bringing forth—a louse. So-called studies by the Brookings Institution, the National Industrial Conference Board, the Bureau of Labor Statistics and the Richberg-Roper edited report of the President's Board on the effect of NRA are as irreconcilable as Mohammedanism and Buddhism and Christianity—all believed by millions to be a direct inspiration of the infinite intelligence.'

'As old General Grosvenor, who knew as much about it as any man, since it was his business, reflected: 'Figures won't lie, but liars will figure.' Or, as Mark Twain once said, quoting in part, Disraeli: 'Figures beguile me, particularly if I have the arranging of them myself. There are three kinds of lies—lies, damned lies and statistics.'

'The complaint against the shortened work-week as an absorber of unemployment is: 'Well, the labor element of cost will increase, prices will, therefore, increase and labor, instead of having more purchasing power to make more jobs, will have less real wages and so consumption and hence production and hence jobs will go down and we will have less employment than before we started.'

'There is something in this. It would certainly be true if we started from scratch with everybody working and reduced the work-week with no decrease in wages. But we don't start that way. We start with nearly one-third of the population divorced from jobs. Shorter hours will give more jobs—and make no mistake about this. Nine men, each with \$10.00 in his pocket is a whole lot better market for any product than six men each with \$15.00 in his pocket and three with nothing.'

'Also, while as a general rule, the labor cost of what we produce is a large part of the total cost, it is not true of particular products—you and I know that it is far from true. Take our cigarette example, for instance. I

doubt if the labor element is three per cent of the cost—certainly not as much as the profit involved and not even as much as the advertising cost. I doubt if it is as much as your industry takes us for. If you *doubled* it the effect on price would be almost negligible. That is true of so many products, and particularly of those where the need for action is greatest, that the whole argument that increased labor—due to a reasonably shortened work-week—stultifies itself in increased prices, becomes patently, deceptively and wickedly absurd. Nobody knows that better than the experienced industrialists in this unusually intelligent audience—and I'm not kidding you just to get your acquiescence to this economic thesis. The only trouble with you is that you aren't Washington economists. All you know is your business.'

'There isn't a greater protection to such an industry as yours from the chiseling and two-timing of the 10 per cent of *simex lectulares* that infest every great industry than some respectable convention on the subject of minimum wages and maximum hours. What do any of you care what the labor element of your cost is if you can be absolutely assured that, except for fair and honest ingenuity in production management, the labor element in your competitor's cost is not one cent less?'

'You don't care. It is to your interest to have it increased. It makes for better relations throughout your whole staff—and just as important as that, it increases your market.'

'The richest market on the face of the globe is our domestic market—128,000,000 people within one tariff wall and subject to no restrictions in their power to buy except their own income. If you could increase that as little as 5 per cent, you could search the universe—the islands of the Seven Seas and all the continents of the world at a cost of millions—but you could find no such market as that. It would be like discovering ten new states and adding them to your sales chart, without spending an extra cent for advertising, sales promotion, sales management or sales effort. You couldn't beat it. You would be a bunch of saps not to plug for it.'

'But there is a negative side also to this argument. If we who have a job, or a way of making a living, neglect to figure some way to find a normal job for those who have neither—on the ground that we don't want to increase our pay rolls, that doesn't give us any walk-out powder in the problem. We may be honey-fuddled by the intellectual harlotry of these statistical services into saving something on the pay-roll—but, boy, it's just moving it down a few lines on the Profit and Loss Statement. You may get away with it down to the item 'profit before Federal taxes,' but that's where you'll drop the same or a greater figure. And if you drop it there, you drop it without any dividend or sugar whatever for the loss—no increased sales, no reduced percentage of expense and overhead, no satisfied staff, no contribution to the solution of a great and threatening national problem—no nothing, except a pain in the neck.'

'Another argument on the other side that always makes me reach for the bicarbonate of soda is that you can't maintain production with decreased hours of work



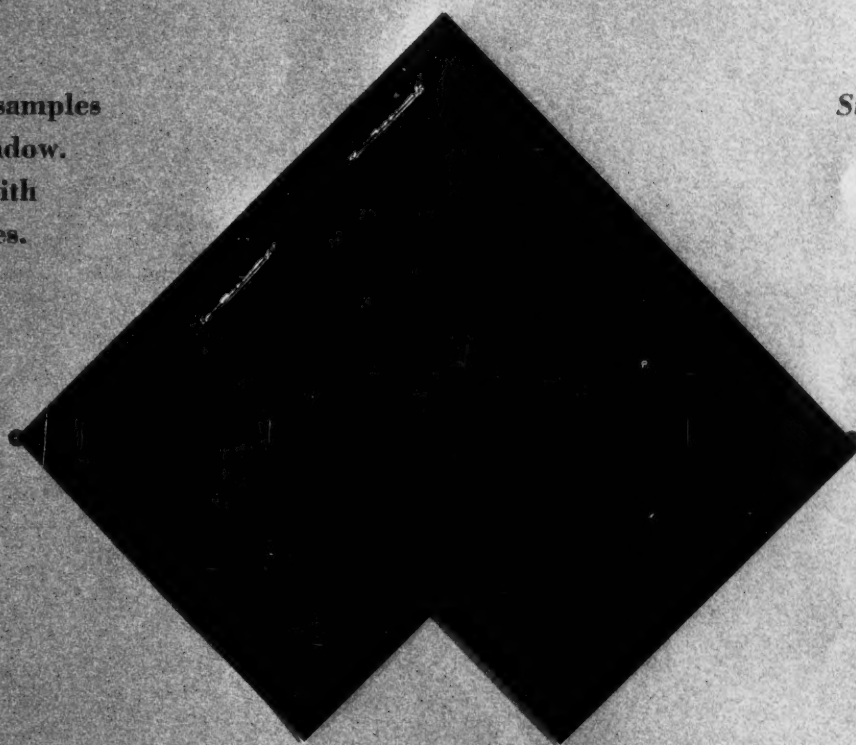




*Is Your Package or Display*  
**EXPOSED to SUNLIGHT?**

**Then Greet the Sensational New**  
*Middlesex* **FADE-LESS FOILS**

Test these samples  
in your window.  
Compare with  
other grades.



Stocked in  
RED  
EMERALD  
COPPER  
OLD GOLD  
ROYAL BLUE  
AZURE  
LAVENDER

Most ordinary colored foils fade badly after only a few hours exposure to sunlight. MIDDLESEX DOES NOT CLAIM absolute non-fading, but MIDDLESEX DOES CLAIM that these new FADE-LESS foils FAR SURPASS in SUNFAST QUALITY, by actual Fade-ometer Test, all Colored Foil Lines heretofore available.

*Sample sheets are now ready for you. Just get in touch with the nearest Middlesex Office.*

◀ This Insert Printed on Lustrous Metal-Mode Platinum,  
No. 75. Easy to print and glue. Pyroxylin Lacquered? No. ▶

**Middlesex Products Corporation**

Mill and Home Office  
111 Putnam Avenue  
Cambridge, Massachusetts



NEW YORK: 41 Park Row  
PHILADELPHIA: 401 North Broad Street  
CHICAGO: 308 West Washington Street



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# New line of products wins "sales battle"

## CARTONS AND DISPLAYS PLAY PROMINENT PART IN VICTORY



When a **NEW** family of products breaks into an already crowded market . . . and **SUCCEEDS** . . . **THAT'S NEWS** — And credit for a large measure of the success has been given to the outstanding cartons and displays shown here.

Perhaps it will be good news to **YOU** to know that the organization responsible for the planning and production of this packaging material can help you too . . . A 'phone call to **WALKER 5-9494** or the coupon will bring you helpful information.

## BROOKS & PORTER, INC.

304 HUDSON STREET • NEW YORK

CREATIVE STYLISTS AND MANUFACTURERS OF  
FOLDING CARTONS, COUNTER AND WINDOW DISPLAYS

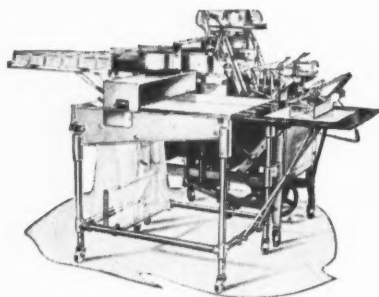
BROOKS & PORTER, Inc.  
304 Hudson St., New York, N. Y.

Please tell us how we can best improve  
our cartons, and displays.

☐ Samples of  
our product  
are being  
mailed under  
separate  
cover

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

# WRAPS BETTER PACKAGES AT LOWER COST INSTANTLY ADJUSTABLE



Miller Model MP  
"Economatic" Wrap-  
ping Machine with  
Automatic Paper  
Cutter.



**Better packages speed sales  
... win new customers, satisfy old.**



**The Miller Wrapping Machine assures neat, uniform packages at minimum cost ... uses least amount of "Cellophane" or waxed paper per package.**



**The Miller features instant adjustments ... without tools. It is compact, on rollers, connects to a light socket.**



**Write for details!**



## **Note:**

The Miller is adjusted as easily as moving the carriage of a typewriter. The folding mechanism slides into adjustment. It wraps almost any size, without removing or adding parts.



**WRAPPING & SEALING MACHINE CO.**

14 S. CLINTON STREET

CHICAGO

per week for labor and increased weekly earnings. Why, our whole astonishing record of the greatest output in the history of mankind and the greatest increase in wealth, employment and prosperity on the face of the earth, is absolutely paralleled by a constantly decreasing work-week, a constantly increasing pay envelope and a constant improvement in all the working conditions of labor.

"'Oh,' but say the other Napoleons in the nut house, 'that was an effect and not a cause.' An effect of *what*? It's just about the most absurd assertion in the whole argument. You activate your consuming market by lower prices and greater purchasing power and you are going over the top. Lower prices alone won't do it. You can't sell automobiles at \$50 a car to a man that hasn't got a job or \$5 to bless him—and hence not any credit. If you could, why is Russia with 180,000,000 people about one per cent of the market for American automobiles that the American population is? Why can't you sell a hundred million radios in India? Why isn't there a telephone in every South American *jacal*? You can't because the people live on three or four cents a day.

"I may be perfectly haywire, but I think that what we tried to do in the first six months of NRA. is the answer, and I don't believe you are going to have any solution of labor unrest, any balanced budget, any reduction in taxes, any absorption of the unemployed until you have a decent scientific schedule of minimum wages and maximum hours. I'll go a step further and say that if we don't get about it with reasonable alacrity there's another thing we aren't going to have—and that is any country in any such sense as we have been accustomed to regard it.

"With all my respect and admiration for this great five billion dollar industry and its remarkable achievements, it is my opinion that the sum of all your ingenuity will not be able to wrap that one up in a package so attractive as to be able to escape the bitter pill that resides at the center of it."

## **SEVENTH PACKAGING CONVENTION**

(Continued from page 39) will have to begin to develop his private brand and package it attractively in order to have control over price and quality. As purchasing agent for the consumer, he must make every effort toward getting the same, if not better, quality in his private brand as that offered by national brand manufacturers. To the extent that he really does this, does packaging become important or unimportant? Price fixing means raising prices; therefore, as prices generally advance, it will become more difficult to lure the public to buy and more effort will be required to sell, and this means better packaging, advertising, selling and merchandising.

"However this new legislation will not find the national manufacturers napping for in order to increase business, the leaders may put out their product in a new package as a private brand, which while not identified



with the nationally known and advertised product, would nevertheless be in competition with it."

### What's Ahead in Plastics Packaging

C. B. Larrabee, managing editor, *Printer's Ink*, presided over the Wednesday morning session, which was devoted to the important subject of Packaging Materials. Running concurrently with this session was one devoted to the subject of Bulk Packaging, presided over by R. W. Lahey, Production Department, American Cyanamid Company. Inasmuch as the former seemed more pertinent to our general readers, our notes cover only the papers delivered on packaging materials.

B. F. Conner, manager Plastics Division, Colt's Patent Fire Arms Manufacturing Company, the first speaker, painted a rosy picture of the future for plastics packages, which caused some of the paper and glass package manufacturers in the audience to smile at his optimism. As a single example, Mr. Conner pointed out the desirability of plastic bottles which he felt overcame the several objections of excess weight, ease of breakage and limited eye appeal in many glass bottles. Plastic bottles weigh but one-tenth that of glass, are practically unbreakable, and the time will soon be at hand when molds for their manufacture will be available on a basis entirely comparable to those now used in glass, he stated. The cooperative efforts of scientific organizations, plastics materials manufacturers and molders will inevitably result in a time when there will be no more metal, paper, glass or fibre containers, everything being in the new, finer plastics. Even such established materials as tin tubes will give way, and such newcomers in the field as beer and oil cans will be replaced. In behalf of this forecast, Mr. Conner pointed out the improvements possible through the use of plastics in product presentation, the savings in transportation costs and handling, and finally the savings available to communities in which instead of being forced to maintain expensive disposal plants they would salvage plastic containers, baling them up and selling them to plastics manufacturers for melting and refabrication. While it may be fairly said that his enthusiasm for the subject was commendable, the knowing smiles of many leveled out the dire predictions and resulted in a thought-provoking paper.

### Cooperative Study on Materials for Special Needs

The second speaker, A. V. Shannon, director of research, Riegel Paper Corporation, delivered a thoroughly logical address on a subject which is too frequently overlooked or taken for granted. The entire tenor of his remarks was directed in the form of a plea for greater cooperation between all who in any way influenced packaging prior to the launching of the package, rather than the costly and foolish method of waiting until packages were on the market to discover weaknesses and shortcomings. Repeated cases were cited showing the losses resulting from failure to consult *all* parties. On the other

## 3 money-saving "REASONS WHY"

# Hycoloid unbreakables

are winning new users in the  
container field - - -

- WIDER COLOR-CHOICE
- GREATER ECONOMY
- LESS BULK AND WEIGHT



1. Lustrous, clear transparent sides in colors or colorless—that will not break!
2. Light enough in weight to get into Latin-American countries at lower export rates.
3. Less expense for mailing of samples, because they are featherweight!

Use ANY color you want for your containers and have them "labeled-in-production-process" to save you that extra labor and cost. . . . Compare them in weight to other containers—you'll find them ONE-FIFTH the weight of glass, with consequent savings on every shipment, and less "duty" in countries that charge by total weight . . . and Hycoloids will not break!

## VIALS • CONTAINERS SPECIALTIES • TUBES

write for samples and details.

**HYGIENIC TUBE & CONTAINER CO.**  
46 Avenue L, Newark, N. J.





## These Exquisite Boxes Set a New Note in Candy Packaging . . .

These delicately colored, strikingly balanced boxes glorify the merchandise—designed in our art dept.

*This Andes Candies package won honorable mention for the most effective use of more than one color in the I. D. Wolf award.*

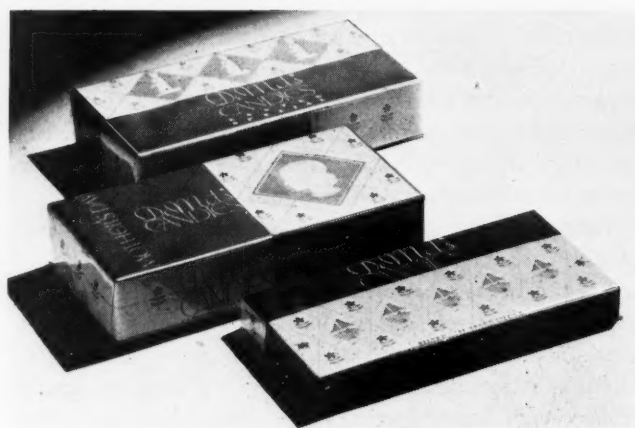
We invite correspondence from firms in the cosmetic, confectionary and other industries whose needs include packages of unusual beauty, perfectly executed at a reasonable cost.

### MASTER PAPER BOX COMPANY

939-951 W. 35th Street

Chicago, Ill.

*Modern Packaging knows what's what. Significant therefore is its choice of all three DeMet's boxes for inclusion among 1936's Outstanding Packages.*



side of the picture, several cases were given to show the beneficial results accruing when proper analysis of package requirements preceded rushing into the development and adoption of a new package. In summing up, Mr. Shannon recommended that the ideal approach consists of bringing in the package designer, the materials supplier, the package maker, the practical production executive and the packaging machinery engineer.

### Semi-Rigid Transparent Materials

D. S. Hopping, director of sales, Packaging Division, Celluloid Corporation, gave an interesting account of a comparatively new use of cellulose acetate, in semi-rigid form, that took hold during the 1936 Christmas holiday season to the point where demand far exceeded available supply. In order to illustrate its wide application, he displayed a tableful of semi-rigid transparent containers, used for packaging various types of consumers' products ranging from shoes to cookies, and sheer silk hosiery to fishing lines. Claimed advantages, in addition to product visibility, include the fact that this material is waterproof, unaffected by temperature or atmospheric changes, and that it does not shrink or become brittle. For the benefit of those unfamiliar with fabricating cellulose acetate, Mr. Hopping explained that in working it from sheets into packages that it may be formed into containers being worked either cold or heated; that sections may be cemented to form seals as permanent as welding or

vulcanizing; that eyelets and other fastening methods may be used where cementing is not desirable; that it may be drawn into shape; that the flexible types may be laminated over paper or folding boxboard to give added package brilliance as well as product visibility and, finally, that it is susceptible of printing, stamping, embossing and other forms of decoration. Thus far its commercial application has been confined to three major types of packages: (1) as merchandise containers which are sold to consumers, principally as hat, shoe and cookie boxes; (2) as regular packages used for making powder puffs, artificial flowers, window cleaners and safety pins readily visible and attractive to consumers; and (3) in combination with other materials, such as folding boxboards, to form window cartons for belts and ties.

In conclusion Mr. Hopping pointed out five limitations in the use of these semi-rigid transparent packaging materials: it is best suited for those products possessing definite eye-appeal which will assist in selling the product when seen; while it is moisture-proof certain gases and vapors will permeate it, making it unsuited for certain products, such as hard candy, which must be in an airtight container to prevent deterioration; while laboratory tests show it is satisfactory for liquids it has not been commercially proved; its handling calls for special packaging cases and materials to prevent breakage and scratching; as yet no machines have been perfected to fill these semi-rigid containers on an automatic

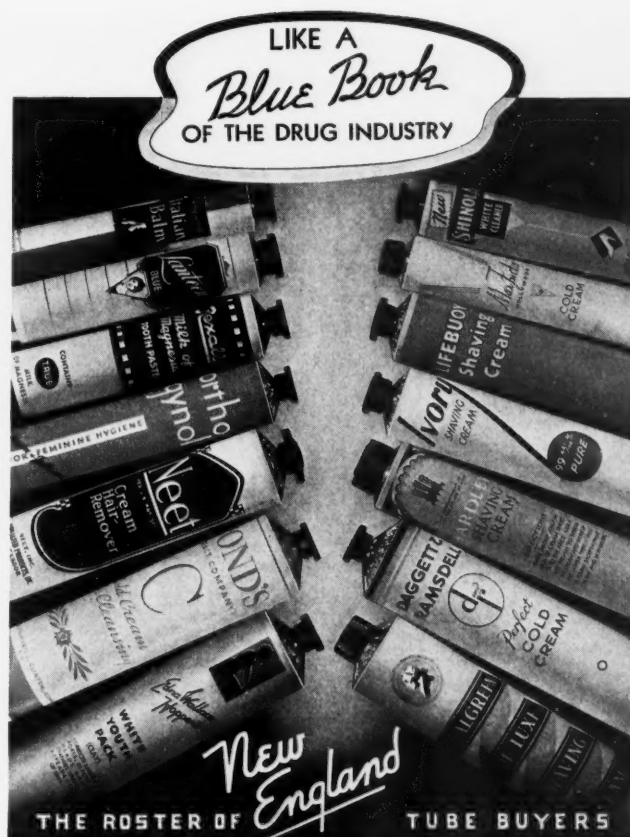
production line, which in addition to the rather expensive materials used in their manufacture makes them rather high priced for many low-priced consumer products that are offered.

### Significant Developments in Use of Materials

Paul Ressinger, industrial designer of Chicago, concluded the Wednesday morning session with an exhibition of a number of novelty packages he had created principally for bakery products. Almost without exception these were limited-production packages, made in irregular shapes, combining materials, which prohibited their adoption to automatic machine setting up, filling and closing. Several ingenious packages combined the new colored corrugated papers, extensively used by window decorators, in the form of conical sleeves, with paper discs acting both as inner dividers for layers of cookies, candies, etc., as well as giving the packages the necessary rigidity. By scoring the corrugated paper it was folded over, top and bottom, to form a firm and good looking edge. These packages offered a splendid example of how various new and old materials may be combined to provide economical, good-looking and surprising packages possessed of a highly individual and novel appeal.

### Packaging as a Management Problem

In introducing A. S. Igleheart, vice president, General Foods Corporation, who was the speaker at the Wednesday luncheon, the chairman, Alvin E. Dodd, paid high tribute both to his constructive record as a production executive in the days when Swansdown Cake Flour was an independent manufacturing organization, and as a major sales executive in the combined organization with which he is now associated. Mr. Igleheart first became aware of packaging when some twenty years ago he effected significant economies by studying the makeup of the wraps and cartons used for cake flour and making simple changes in their makeup. In the General Foods Corporation all package changes are acted upon by a committee composed of the heads of the sales, advertising, production, purchasing and legal departments, plus the individual merchandising manager for the product under discussion. This latter executive usually takes the responsibility for package or design changes which when developed to a sufficient degree are brought before the general committee for discussion and action. This is effected by placing the proposed package in the model store, maintained at the company's New York offices, so that it may be judged when displayed with as representative and varied a group of competitive products as would meet it in the ordinary store. Working on this basis the committee has made many, many changes without encountering a single disappointing or unprofitable result. In the case of "ingredient products"—namely, those that are combined with other products by the housewife—the company has hesitated to make any major or radical changes, it being felt that these should be allowed to retain as many of



It's safe to judge a tube by the company it keeps. New England's "Sheffield process" tubes have been accepted by the best "society" of the drug industry for more than 35 years. A great many outstanding and very particular firms as well as a host of small ones prefer to entrust the reputation of their well and widely known products to these uniformly better tubes. Now, you can get both tubes and cartons from this one reliable source. Get all the details. Send for our new folder that gives full particulars.

### NEW ENGLAND COLLAPSIBLE TUBE COMPANY

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TUBES AND CARTONS

### They Bought NEW ENGLAND TUBES

Abbott Laboratories  
Harriet Hubbard Ayer  
Bauer & Black  
Burroughs Wellcome  
Campana  
Carter's Ink  
Daggett & Ramsdell  
Dr. Pont  
Max Factor  
Furst McNess  
Edna Wallace Hopper  
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Johnson & Johnson  
Lady Esther  
Lantene  
Lifebuoy  
Eli Lilly  
Listerine  
Macy's  
Maybelline  
McKesson & Robbins  
Merck & Co.  
Wm. S. Merrell  
Montgomery Ward  
Neet  
Norwich Pharmacal  
Palmolive  
Parke Davis  
Pepsodent  
Pond's  
Procter & Gamble  
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Careful — Intelligent — that's the service you get from Railway Express — the complete, nation-wide specialists on top-speed package shipping. Prompt pick-up and delivery, without extra charge. Lock-and-key protection. Rapid express train forwarding — or faster yet, super-swift Air Express, 2500 miles overnight. Low, economical cost. For service, phone the nearest Railway Express office.

**RAILWAY EXPRESS**  
AGENCY INC.

NATION-WIDE RAIL-AIR SERVICE

their original characteristics as possible, and still be in keeping with the best modern practices. Mr. Igleheart indicated the tremendous economies that had been effected in careful studies on the Maxwell House Coffee cans, which without any change in contents had nevertheless been reduced at least one-half inch in height. When introducing a new package care was exercised to time it so that jobber's stocks of old packages were almost completely sold out, thereby avoiding the necessity of any returned merchandise or making special allowances.

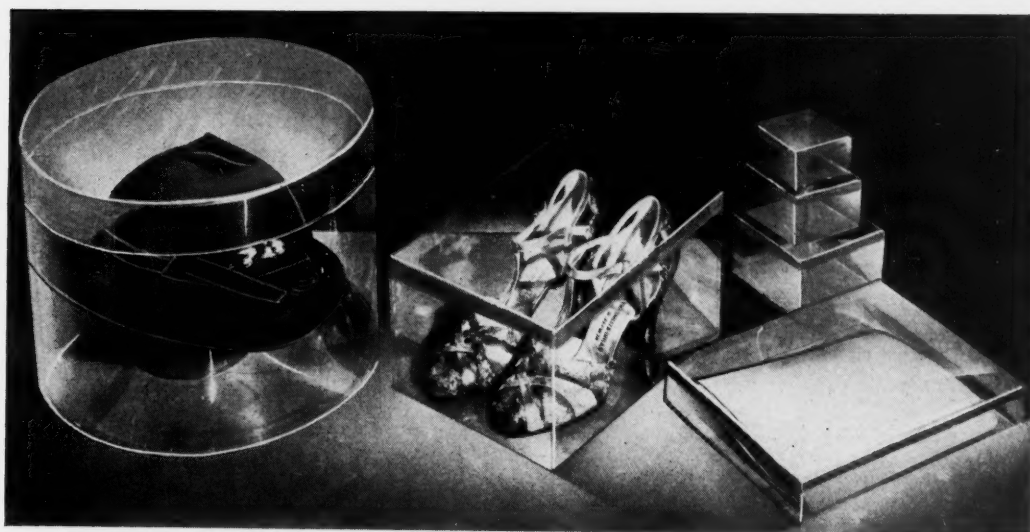
As an indication of what is sometimes done, Mr. Igleheart told of a new development which involves a greatly improved package for one of their products which at the same time offers certain production economies. Rather than rushing into it they felt it advisable to get the reaction of representative ultimate consumers and thus have been intensively working in one major market for four months. The new and old packages are offered for sale. Periodic checks in the form of personal calls at the homes of consumers are made and the opinions of housewives secured both on the new and the old packages. Only in this manner can they be certain of their markets and make intelligent decisions affecting all territories. Additional sources for checking are found in some three thousand domestic science teachers and housewives with whom the General Foods Consumers Service Department is in contact, who have rendered valuable advisory service both on product and package developments and improvements. It was significant to hear the senior sales executive of this internationally famous corporation emphasize the importance of careful research *prior* to package changes, which undoubtedly accounts for the splendid record their wide range of packaged foods and household products have attained.

### Packaging for Women Customers

Gilbert P. Farrar, typographic counselor, American Typefounders, Inc., served as chairman for the Wednesday afternoon conference which was devoted to the subject of Package Merchandising. In a delightfully frank fashion, Lita Bane, former associate editor, *Ladies' Home Journal*, and now head of the department of home economics, University of Illinois, told of the objections raised by groups of clubwomen, housewives and home economic students interviewed as to existing packages. Without the benefit of any technical knowledge of what is possible and economical in packaging, these Mid-Western feminine consumers expressed their likes and dislikes in no uncertain terms. In general, many of the shortcomings expressed were old familiar subjects to many of the audience, but when presented by Miss Bane, who "knows her women" they offered a decided jolt to any possible feeling that packaging had been developed to such a high point of efficiency that no desirable improvements could be made. All of the weaknesses may be summed up under four major headings: (1) packages that are easy to open and easy to empty; (2) containers capable of being resealed after opening to keep the unused portion fresh and attractive; (3) product identifica-

DISPLAY and  
INDIVIDUAL  
BOXES for  
HATS, SHOES,  
FLOWERS, BELTS,  
EVENING BAGS,  
POWDER PUFFS,  
ETC.

Round and  
Rectangular



# T RANSPARENT CONTAINERS

Modern merchandising calls for the "showmanship" of Emeloid Transparent Containers to create that much-desired favorable first impression for your product. They combine the sturdiness of a box with the sales advantages of transparent wrappings.

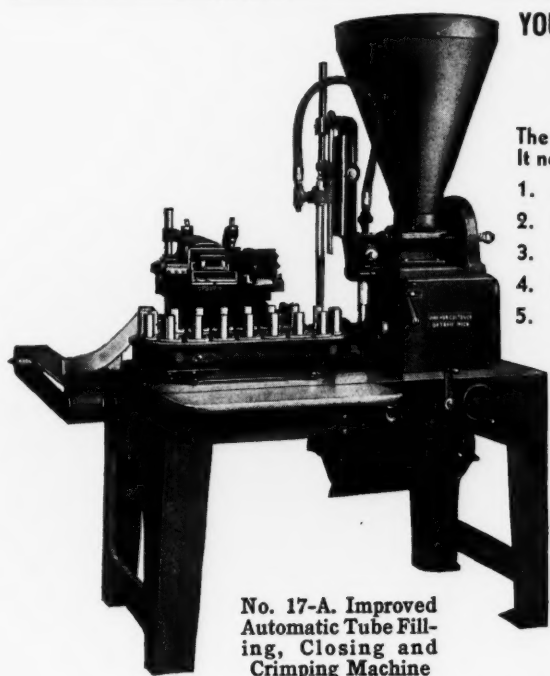
by the  
**EMELOID  
COMPANY**

287-291 Laurel Ave., Arlington, N. J.

Phone: KEarny 2-1414-5-6-7

New York City, Phone: REctor 2-8554

Emeloid Transparent Containers provide complete visibility along with protection from dust, moisture and air. Their crystal-clearness enhances the "Quality Appeal" and displays the product most effectively. Send us your package problem—no obligation, of course.



No. 17-A. Improved  
Automatic Tube Fill-  
ing, Closing and  
Crimping Machine

## YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW No. 17 Type A IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

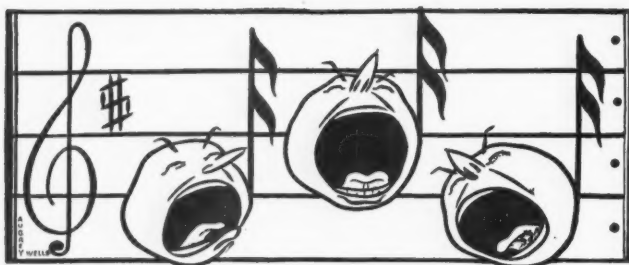
**ARTHUR COLTON CO.**

2602 JEFFERSON AVE., EAST

DETROIT

MICHIGAN





## SING A SONG OF PROFITS

**T**HE CONFECTIONERY industry is in the money again, glory be! But shrewd confectioners realize that the biggest hunk of the rising market goes to him who ceaselessly takes advantage of new production and merchandising methods to reduce unit costs and boost sales, who is alert to consumer wants and knows how to satisfy them. For those wise confectioners the 14th Confectionery Industries Exposition and 54th Annual Convention of the National Confectioners Association are all-important events, dramatically pointing the way to bigger profits, on a sounder basis, through their presentation and analysis of the equipment, machinery, supplies, methods and services vital to successful production and distribution today. Bigger, mightier, greater than ever in cost-reducing, profit-making ideas, are this year's Exposition and Convention. Set your sails now for Chicago!

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**CONFECTIONERY  
INDUSTRIES EXPOSITION  
MAY 24-28**  
*Palmer House • CHICAGO*

---

tion that is easy to read and means something useful; and (4) while developing good-looking packages avoid those which clearly show that a disproportionate amount has been spent on them, which thrifty housewives resent having to pay for.

While space will not permit a complete transcription of this interesting paper, some of the most flagrant faults mentioned were: difficulty of opening large, square tins, as well as removing lids of jelly glasses; olive bottles which tip easily, and in which the product is packed so tightly it is impossible to remove contents without damage; difficulty of removing cellophane from small packages; irregularly shaped glassware for peanut butter from which contents cannot be completely removed; narrow necked bottles for thick liquids into which a spoon cannot be inserted; cake flour, sugar and cereal packages which cannot be satisfactorily resealed when once opened; vinegar bottles in form of apples, etc., as well as cheese glasses which are so readily identified as "after-use" packages; containers for perishables that won't fit in electric ice boxes; textile packages which prevent consumers feeling or otherwise testing goods prior to purchase; glass jars which have to be thrown away rather than used for home-made jellies, jams, etc.; directions on labels so small a middle-aged woman cannot read them without putting on her glasses; special closures that fit only one type of glass container, rather than all jars; cloth bags that have to be cut open because of difficulty of unravelling the stitching. In conclusion Miss Bane emphasized the fact that many manufacturers completely failed to capitalize on package improvements and conveniences provided, which women were unaware of. This proved both an enlightening and amusing session, as product after product came up for specific review and criticism. It is to be hoped that in future conferences there may be additional critical reviews of this nature.

### Merchandising Hazards of Some Packaging Ideas

Drawing on his own extensive package design experience, as well as citing examples of the creative efforts of other designers, Egmont Arens brought the Wednesday afternoon session to a fitting close with a stimulating paper. The value of his discussion was increased by the use of stereopticon slides which illustrated the several points raised. In commenting on the present trend toward uniform families of packages he stressed the fact that this frequently causes confusion by destroying the individuality of each product. Clerks, particularly in drug stores, are forced "to hunt diligently to be positive that after they have located the family of packages that they choose exactly the right product. To guard against this danger it is sometimes advisable to play down the trade name and play up the name of the contents. The use of clear types on labels on family packages is useful, and small labels, in the case of transparent containers, permit the customer to see the product which otherwise tends to be hidden or confused within the general



family." Methods of securing preferred attention by mass displays in store interiors was illustrated by the many A. & P. packages Mr. Arens designed which offer most interesting sales possibilities. While his work clearly demonstrates his preference for modern packages he sounded a warning that some manufacturers have "gone modern too fast" when a more gradual transition would have proved more beneficial and avoided radical upsets in consumer recognition of old products in new dress.

### Progress in Bag Making and Usage

T. E. Milliman, vice president of the Cooperative G.L.F. Soil Building Service of New York, delivered the address featuring the session on "Bags, Their Construction and Classification." Mr. Milliman developed the history of the larger size bags from the days when the major and predominant types were burlap to the present-day double-lined and cotton and kraft bags. He pointed out the increased attention being paid, today, to convenience in handling and the resultant elimination of the 300- and 400-lb. bags in favor of smaller and more convenient containers. He likewise showed the historical background for the present-day development of product-protective bags for resistance to air, acid, dust, oil, moisture, odors, vermin, etc., etc.

From the days of the first crude stencil markings, Mr. Milliman showed how bags—the first bulk containers to be branded—have developed into multi-color, attractively designed sales containers with infinite reminder and re-use values, particularly in the farming and related industries. For these and certain other fields, bags present cost saving advantages which—in spite of the development of other types of containers not hitherto available—will maintain their economic advantage as an ideal low cost container for bulk packed and bulk-sold products.

Thursday morning's sessions were divided between one covering the subject of Packaging Machinery, while the other covered Packing and Shipping. While both were intensely interesting our report covers the several papers read at the former session, which was presided over by H. H. Leonard, vice president and general manager, Consolidated Packaging Machinery Corporation, and president of the Packaging Machinery Institute.

### Coordinating Work of Designer and Production Manager

In simple, direct fashion, George Switzer, industrial designer of New York, revealed the point-by-point steps attendant to intelligent packaging development and designing, with a special plea for coordination of efforts of all who in any way are affected by package changes and improvements. In revealing the methods which he regularly employs he hoped that this definite information would dispel some of the antagonism which is sometimes evidenced by factory officials who are obviously misinformed and ignorant of the contribution that the practical designer can bring to this subject. To

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the intensely practical minds, of factory-trained executives, this paper should particularly appeal because of the logical methods employed which, in design projects are comparable to best efforts and thinking employed in mechanical planning. Mr. Switzer's conception of sound procedure consists of four major steps:

(1) Determining Objectives. This is accomplished by acting as an interested listener to the viewpoints of management, sales, advertising, promotion, production, product research and development, and packing and shipping. With this data collected and assimilated, the next step is for the designer to familiarize himself with the product, its manufacture, its distribution, its consumers and every other factor that relates to its complete translation from an idea to a satisfier of some human need. Days and days must be spent in the several phases of this step, for truly the finished package will be practical or impractical, profitable or otherwise, depending upon the thoroughness of setting up the objectives and thoroughly understanding every side of the problem.

(2) Development of the Conception of the Package. The designer must never accept certain things on the grounds that they have always been done in that fashion. Thus in determining the size, shape, proportions and general form of the package an inquiring mind is a valuable asset, plus a basic knowledge of what is available and practical in additional materials and commercially feasible production processes. With the data at hand, gained in the first step, development can now be carried to working out the first rough visuals, which may be many in number, showing possibilities, and forming a sound basis for intimate discussion with the several management, sales, advertising and production executives. Once the problem has been stated and agreed upon, the work of the designer is judged not on its particular appeal to the personal likes and dislikes of the individual executives, but rather on how well does it fulfill the objectives which have been agreed upon as worth attaining.

(3) Coordination of efforts in the Finished Design. It being agreed, at the conclusion of the previous step, that the designer's final suggestion meets the several requirements of the new package, the designer now functions in bringing in from the outside as many additional people as may prove of definite assistance in planning the adoption and execution of the new design. These may logically consist of special material suppliers and will most certainly include all phases of the packaging machinery classifications both for actual package filling, closing, etc., as well as in its handling and shipping.

(4) Putting the Design into Practical Production and Distribution. This is the final step, in which the designer stands more or less in the position of an arbiter, settling questions and disputes. His prior work qualifies him particularly well for this work, for he alone has secured the benefit of all viewpoints, and can equitably and effectively make decisions which will consider every phase of the subject. And as a final step, Mr. Switzer proposed that rather than dispensing with the services of the designer upon completion of the first packages that he will pay to retain his services for periodic check-ups,

say at the end of each three months, to make sure that the benefits promised are attained and maintained in the finished packages.

Following this stimulating and enlightening paper, L. P. Weiner, superintendent, Hiram Walker and Sons, Inc., Peoria, Ill., presented a supplementary treatise covering the functions of the production manager. Defining the successful package Mr. Weiner said: "it is one that makes everybody happy, the manufacturer, the jobber, the dealer and the consumer." In so far as the gulf that has existed between designers and production executives he paid tribute in saying that "the ranks are thinning of designers who design packages with no knowledge or consideration of the practical production methods which must be used to make it commercially profitable." Among the faults committed by some creative though impractical package designers are: bottles that while beautiful have such narrow bases that they are unstable and readily tip over; bottle openings which are so narrow they prevent ready filling at necessary speeds; glassware with threads which are not standard; caps with liners which refuse to "stay put;" labels with numerous outside and inside sharp corners, and on papers which defied proper absorption of adhesives; and cartons made of improper weights of board and which refuse to adapt themselves to automatic packaging.

As was the case with other speakers, Mr. Weiner said: "It is peculiar and unfortunate that when a new package or new line of packages is about to be designed, most of the mechanism for selecting and putting into preliminary production of the new design is handled by the designer, the general manager and the sales manager. Through past experiences, however, many managements have learned that this is a costly mistake, and that they should also include in such conferences, the purchasing department, the production department and the laboratory technicians. Too much responsibility for the company's success hinges on the new product or products and therefore it is not, to be blunt, a job for 'master-minding.' Use should be made of all the knowledge and man-power at the company's command, in order to make them good looking, sales compelling, profit-producing and above all suitable to fit in with existing or readily available production schedules and machinery."

### Make Use of Proper Adhesives

In the final paper of the Thursday morning conference, Frank Greenwald, vice president, National Adhesives Corporation, stressed the desirability for package designers and users to take full advantage of the accumulated and specialized knowledge available on making sure that adhesives used were the correct ones for the specific jobs at hand. He wondered at the manufacturers who made no research of their own, even on such simple and inexpensive testings as for crystallization and proper adhesion. The relation of absolute cleanliness to a commercially satisfactory job was very definite, yet it was sadly neglected in many cases, and blame placed on the adhesive. And the final fallacy of using "home made"

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concoctions which bore no resemblance to laboratory controlled adhesive formulae could be held accountable for many of the so-called adhesive failures.

## Discussion of Service Charges

Differences of opinion, as expressed by manufacturers of packaging machinery and users thereof, regarding charges for service on installed equipment, formed the discussion during the continuation of the packaging machinery meeting on Thursday afternoon. Roger L. Putnam, president of Package Machinery Company, summarized his opinions in the following, although subsequent discussion brought out the fact that the subject is still far from being settled in the minds of suppliers and users. "Installation costs, as I have been able to collect them, run from 4 per cent to 1 per cent of the selling price of the machines. It is not enough of an item to consider seriously in budgeting for a purchase, but it is enough to cause many headaches. I am going to suggest that the ideal policy is one which does go fifty-fifty, one where there is some charge made to the purchaser of the machine, for installation, in order to keep him on his toes, and help him to cooperate, but where the machine manufacturer also stands some of the cost, because he, too, gains by having a good job done, and has a definite responsibility. Just as machines are sold f.o.b. point of manufacture I believe that travel expense of a service man should be paid from the nearest base. In addition, I believe that either his living expenses or his time and overhead should be charged for. I believe, too, that the machine manufacturer and the user have got to be reasonable and fair in the application of any such arrangement."

## Shipping Container Clinic

The final session of the Packing and Shipping conference, held on Thursday afternoon, was given over to a critical review of a wide variety of shipping containers. Albert W. Luhrs, president, Container Testing Laboratories, Inc., acted as chairman, with Arthur Allen, well-known color authority, acting as constructive analyst and critic. About every conceivable type of product, varying from penny candies to gasoline kitchen ranges, and packed in all manner of containers were explained and exhibited. This session extended well over three hours, was characterized by many questions from the floor, and revealed many exceedingly ingenious developments in packing products to provide adequate protection, minimum expense and to take advantage of minimum shipping weights. Many were favorably commented upon, and in at least one case, where the exhibited packages were put to a vote, only one in the entire audience was in the affirmative, the preponderance of the audience voting decidedly against the combined shipper and display unit. It is to be regretted that time did not allow for more extended comment on some of the packages, the difficulty being that so many exhibits were sent in for constructive criticism that there was constant pressure exerted to get through them all, and at least show them.



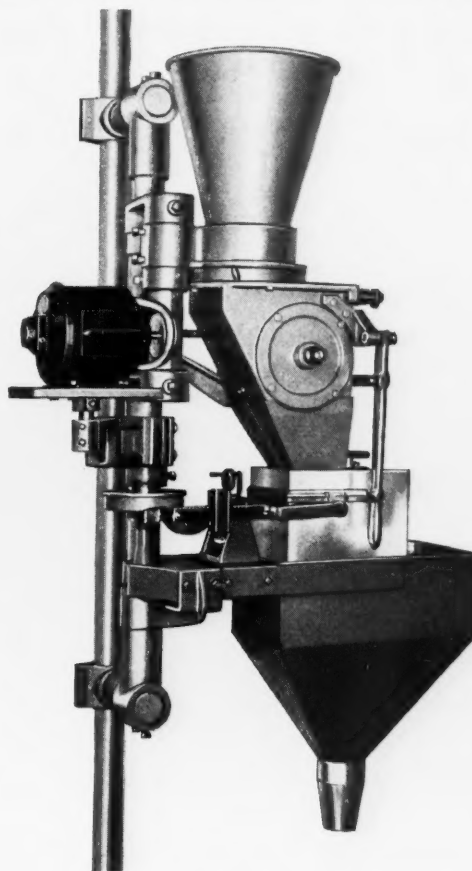
"Your Breath Perfumer" is a convenient vest-pocket ally for the person who never wants to offend. Packaged in their little crystal Kimble vials with the handy Re-Seal-It cap (snaps on and off), these breath purifiers are gaining widespread acceptance among fastidious shoppers. The uses to which Kimble glass vials are put for sampling and packaging are legion—and articles packaged in them seem to gain the front ranks in popularity in record time.

## MULTIPLE PACKAGE WRAPPING

(Continued from page 59) operations of wrapping. This manner of its use is explained in the description relating particularly to Fig. 6, although the following description pertaining to Fig. 5 specifically relates to the operations performed at the various stations to which the bundle is transported by this mechanism. The bundle, as indicated at P in Fig. 5, has had one tuck at each end made by a pair of side plates Q carried by the transporter, and this is done while the package is being carried from the first to the second station. The other side tuck is made by a stationary plate of the type shown at R. The bottom plate over which the package is carried is indicated as H. As this end tucking takes place, the bundle has been carried from the position shown in the lower left hand corner of the illustration at T to the next station, slide J-1 and the narrow plate L-1 being the same as those shown at L and J in the view above. The same bottom plate is indicated as N-1 while R-1 indicates the same tucker as shown at R.

As the bundle is carried along to the next two stations the bottom front lap is first plowed up by having the extended lap pass along the channel W made by the union of the cam plate V with the plate X. Following

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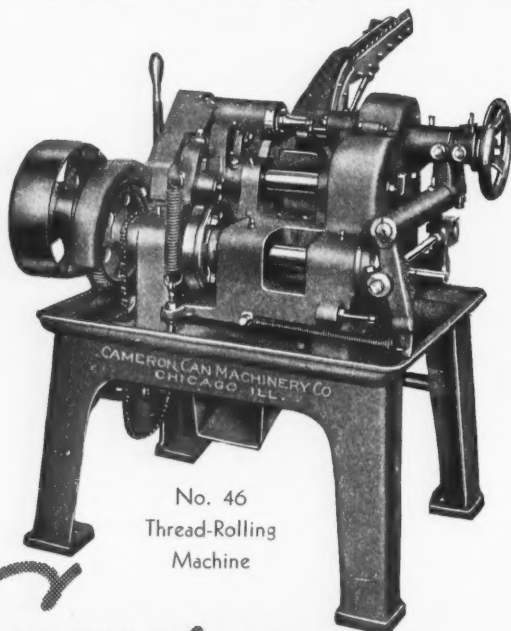
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this, the top lap is formed down by the angular gap Y formed by the union of the cam plate Z with the plate X, the bundle appearing as shown at F-1. In this connection it should be noted that the bundles are often caused to enter the machine with the packages turned through ninety degrees, thereby bringing the ends of packages in line with the bundle end laps.

For the purpose of transferring the bundles from station to station a mechanism which operates from over the top of the bundles is used, this being similar to that shown in Fig. 6, where the bundles are indicated at A. There are five shown in the particular construction illustrated. Contacting the top of the package are spring plates B which hold the package down in contact with the bottom plate C. When advancing the package the travel is in the direction of arrow D for a distance equal to E, after which the transport returns and picks up the next package. A system of linkages and levers is used to operate the transport, some of which are shown in the diagram.

Attached to the top of the transport beam at F and G are the levers H and J, the two levers being operated in unison by means of a connecting link K. Revolving the two eccentric arms L causes the transport to be traversed from left to right and back, while operating the two connecting rods M and N causes the transport to be raised parallel. The eccentric levers L and connecting rods M and N are actuated by suitable levers by means of cams within the body of the machine.

In its actuation, the transporter describes a path of travel as shown by the dotted lines X in the three views below. These views show that the path of travel when going in the direction of the arrow D-1 is in substantially a straight line, while as the transporter comes back it travels in the general direction of the arrow P and then comes down over the end of the bundle in the direction of the arrow Q.

Drawn within each of the three views is the largest size of bundle or package that can be handled in the machine having an established set of functional levers. Referring to the center view, the package R (an end view of which is illustrated) because of its height could not be handled in the machine were its length greater than shown at S. Referring to the first diagram, as the package height at T is not as great as that shown in the central diagram, the distance V can be longer, and the transporter would still clear the package in going back to pick up the next package without interfering, as it follows the dotted outline X.

In the right hand diagram, the bundle or package is not very high at W, so its length can be equal to Y without interfering with the transporter as it follows the path of travel while advancing the packages or bundle and returning to the starting point to pick up another package. This description clarifies to some extent why it is not always possible to state in advance that a package of a definite height can be handled on a certain type of machine—the capacity of the machine is governed by the height, width, length and to some extent the irregularity of the package.



Certain other features which enter into the handling of the bundle are illustrated in Fig. 7, where the upper views show a method used sometimes for feeding the package to the first transport station. The package is indicated at A and the sheet of wrapping material at B in the side view. A top plunger C comes down and clamps the sheet on top of the package as the package is raised up to wrap the sheet lengthways around the package. Two plungers D and E then come in from the left side of the machine and feed the package crossways into the same. These side plungers are so positioned that they will pass by the center or top plunger C, which naturally comes down immediately after the package has been removed so that it will clamp the sheet over the next incoming package. Unless this is done, a lock-up pawl type of mechanism similar to that shown in Fig. 8, would be employed. The lock-up arrangement in Fig. 8 comprises a pawl A that rides under a collar B and holds the top plunger C up as the bundle D is fed crossways into the machine in the direction of the arrow E by the plunger mechanism F, similar to that shown in Fig. 7, at D and E.

In a general way the function of the slide member G in Fig. 8 is to lift the package in the direction of the arrow H through a sheet of wrapping material indicated by the dot and dash line J up to the position shown at D. The spring K then causes the pawl A to hold up the top plunger C which is attached to the rod L. Therefore the upper sliding rod L and pad C are held up and do not catch into the crossfeed plunger F until it has fed entirely across with the bundle and has come back. A cam M revolving in the direction of the arrow V shown thereon then causes lever N to rock in the direction of the arrow P. This in turn pulls down rod Q, operating lever R which compresses spring K with the latch A, and pulls the same from under collar B thereby allowing the plunger C to fall down of its own weight into position for clamping the sheet over the next package in the machine. A rubber bumper is shown at S for cushioning the fall of this mechanism as the collar T comes in contact and acts as a stop.

Again referring to Fig. 7, the lower views show a bottom plate G having two grooves H and J cut therein. These grooves are not necessary with all packaging set-ups but are sometimes very efficient in preventing the inner lap at the bottom of the package from sliding back from under the same, as the ends of the transporter mechanism shown at K and L enter these slots below the lower edge of the package. It should be observed in this connection that the entire transport mechanism is narrow and does not have to extend over a very wide surface of the package length although it is advisable to so position these transporters that they are near the package ends.

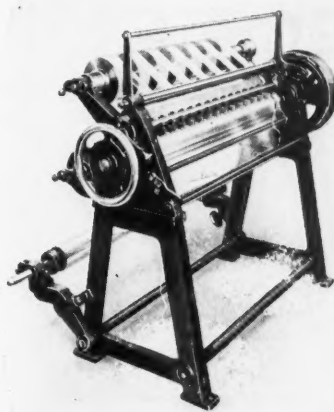
In connection with types of bundling machines in which several packages are stacked together, particularly machines of the type in which the conveyor shown by Fig. 4 forms a part, considerable care must be taken to avoid having the mechanism jam and smash the packages. Therefore adequate design involves the in-

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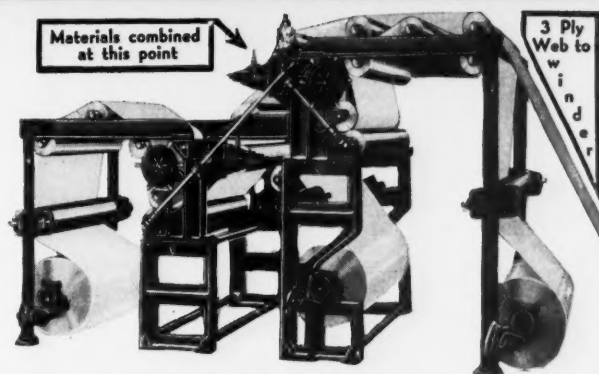
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section as part thereof of some type of mechanism which will become inoperative should there be a jam due to oversize or defective packages entering the machine.

One type of mechanism employed for this purpose is illustrated in Fig. 9. Twelve packages, which comprise the bundle shown at A, are lifted through the sheet B in the direction of the arrow C by the plate D attached to the lifting bar E which operates up and down in the bracket F. A link at G provides the means of connecting this mechanism to a lever H, which oscillates radially as indicated by the arrow J, being operated through the medium of the shaft K. This oscillation is constant and is the same as would be imparted were the lever H an integral part of the shaft K. By means of this action the bundle of packages A, as they successively enter the machine, are lifted into the wrapping position. In the event of a jam at the bundle A while it is being lifted, were shaft K an integral unit with lever H, the packages would be broken. Therefore lever H is free to revolve on the shaft K, and it is indirectly operated through the medium of the lever L which is attached to the shaft K and continually oscillates thereon. Lever H has attached thereto an extension M and a steel block with a V-notch at N, into which a lug on a pawl P enters. So that normally the rocking of shaft K back and forth moves lever L, and as the lug N is held in engagement with the extension M on lever H by the spring Q, the oscillations are imparted to the lever H which, through the medium of the connecting link G, moves the package lifting slide. However, in the event of a package jam at A the pawl N will ride out of the notch in the steel plate attached to M and shaft K will oscillate without operating the lever H so that no damage will be done to the bundle at A as slide E is not moved.

A rather interesting machine that stacks paper napkins in regular order so that they can be bundled is shown by Fig. 10. This also illustrates quite adequately roll paper feed mechanisms. This machine is of a dual construction and the napkins after folding are stacked in two racks at A and B. A roll of paper is placed on each end of the machine at C and D; the paper goes over a tension roll at E and F and then passes between feed rolls at G and H. It then travels over forming plates at J and K thereby making the first fold of the napkin. Following this the napkins are cut to length and are fed between rolls which make the second fold. This cutting off and second folding takes place between the combination of rolls shown at L after which the napkins drop into the arranging stacker at either the A or B section.

These several illustrations and accompanying descriptive matter have taken us through a process of stacking and wrapping small goods, a method of bundling cartons having the general nature of cracker or macaroni packages, and also through the preparation of napkins ready for bundling. Incidentally, the arrangement of wafers into bundles, the bundling of other types of small packages and means suitable for bottle protection while bundling have been shown, thereby giving a fair idea

of the diverse applications which must be handled by machines adapted to bundling. While semi-standard machines cover a considerable portion of the field, the introduction of special machines where the production warrants is most advisable if not necessary in the handling of many products.

## ANCIENT PRODUCT GOES MODERN

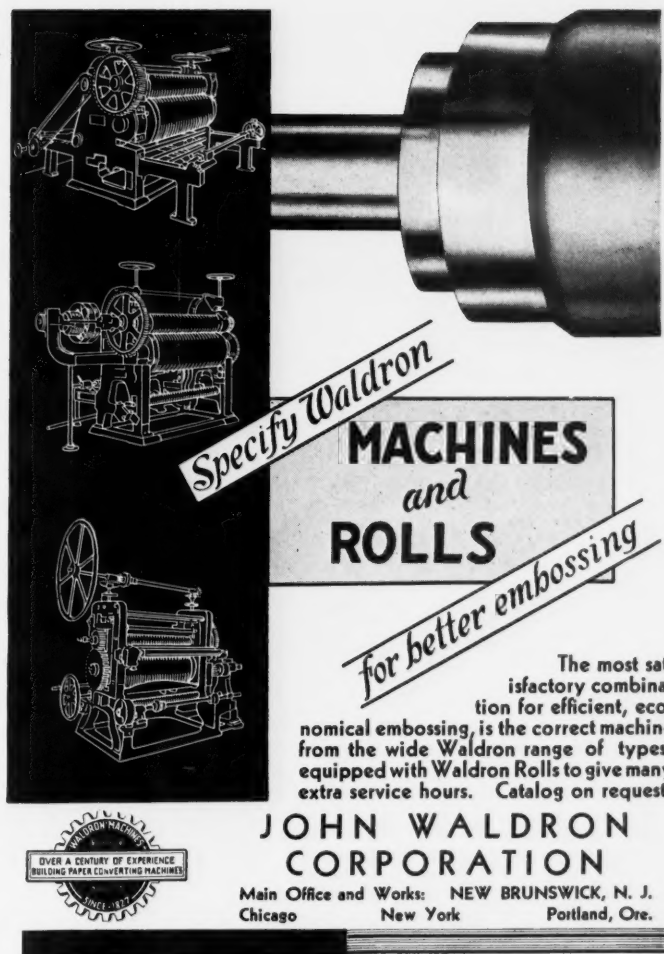
(Continued from page 55) no re-sealing feature; the unused molasses dried out, sugared, and soon became unsightly or actually unfit for use. Clean-cut pouring from this can was impossible—there were always sticky drippings over the labels and the can usually left its mark wherever it was set down.

Faulty as it was, the "sanitary" can of molasses endured in almost universal use from 1891 to the present date. Now P. Duff & Sons have pioneered the second great advance in molasses packaging—the introduction of the "Easy-Pour" can. This new package aims to correct the old faults and put the product in tune with modern ideas. The "Easy-Pour" can is a modern package—designed for the convenience of the consumer and ending the problem of handling molasses.

The most important advantage that the "Easy-Pour" can offers is the re-sealing feature. Now any amount of molasses may be used, the screw-top returned to the can and the unused portion kept fresh and clean. All troublesome cutting and puncturing of the can is eliminated. Probably the second most important advantage of the "Easy-Pour" is that it permits easy and dripless pouring. The narrowed, spout-like top serves to direct a controllable stream of molasses either into the kitchen measuring cup or onto hot griddle cakes on the table. The utility and convenience of the new can encourages its being placed on the dining table. Bright lithography has replaced the paper label, making it easy to clean the can should it become soiled. This also allows the can to be placed in water to warm and thin the contents without disfiguration of the label.

There are two grades of molasses in general use. For the consumer's ready identification, the top grade of Duff's Molasses is marked 3-Star and the next grade, 2-Star. With the top grade, a bright yellow and green color scheme is employed in the can lithography; with the next grade, the same design is used but in a different color scheme. Each package carries brief copy relating to its individual merit.

Marketing plans for the new "Easy-Pour" can are being carefully laid to avoid disturbing established areas which are already well stocked with the old type sanitary packages. The "Easy-Pour" is first being sent to new and untouched markets where its novelty and advantages are meeting with immediate dealer and consumer acceptance, and where its introduction does not render old stock obsolete. In this way the new package is permitted to make its own way on its own merits. Future plans, of course, call for gradual replacement of the old type cans in established markets after time has been allowed for old stocks to be sold.



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The most satisfactory combination for efficient, economical embossing, is the correct machine from the wide Waldron range of types, equipped with Waldron Rolls to give many extra service hours. Catalog on request.

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Main Office and Works: NEW BRUNSWICK, N. J.  
Chicago New York Portland, Ore.



Again the Upaco Research Laboratories have come through with the solution to the problem that has been troubling box makers, display manufacturers and many others using foil in the making of packages. The new, Upaco Flexible Glue puts the foil down and keeps it there . . . without ribs or wrinkles! It's easy to use and its effect is permanent. If you've laid off foils because of gluing troubles . . . send to us for a sample and watch your troubles "flex" away when this new Flexible Glue gets on the job.

**UNION PASTE CO.**

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A Chicago manufacturer, with unusual facilities for the designing and production of transparent packages, offers a remarkable opportunity to salesmen now in the packaging field, who can carry this line in conjunction with present lines.

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To the man who qualifies we are in a position to offer a position at a salary commensurate with the nature and importance of the work.

Our organization is fully aware of this advertisement. Write, giving all pertinent details . . . age, education, experience, etc. Appointments will be arranged at your convenience.

**Box U, Modern Packaging  
425 Fourth Avenue, N. Y. C.**

In order to direct the attention of large numbers of consumers to the easy-pouring features of the new Duff's Molasses can, two die-cut display cards are furnished to dealers for use on their counters. These are so constructed that they may be slipped over the pouring spout of the can, making a close tie-up between the display and the package. One of these features the use of molasses on griddle cakes, while the other suggests the use of the product on bread "for that after school snack." Both of these illustrate whimsical characters in the act of pouring molasses from the new can.

Two additional displays, of the same general character, emphasize the use of molasses in cooking. Its flavor is characteristic and distinctive. It cannot be duplicated or obtained artificially. It is a flavor that has captivated the public taste—smacking of Southern bayous and golden cane fields under a hot sun. Some of the deep South's molasses dishes have become famed in song and story and are now traditional in many parts of the world.

In its original state molasses has long been used as a spread for bread, and as a syrup over buckwheat cakes, griddle cakes and hot biscuits. Its full-bodied flavor has an especial appeal to children. A great deal of molasses is also used as a flavor-imparting ingredient in the preparation of a long list of foods. Such favorites as gingerbread, dark fruit cake, molasses cookies, bran muffins, Boston brown bread and baked beans, Indian pudding, Southern sweet potatoes, Virginia baked ham, molasses taffy and popcorn balls give an idea of the diversified uses of molasses in cooking.

Some difficulty was encountered in finding the right filling machinery to handle molasses into the "Easy-Pour" cans. The usual type of plunger-operated filling equipment could not be employed because the cylinder outlets were too large to fit the constricted tops of the new cans. A gravity-fed valve type of machine which was being successfully used to fill lighter and less viscous liquids into similar cans was finally adapted to the molasses conditions. One of these machines will fill forty cans per minute. The filled cans are conveyed directly after filling to the capping machinery, are given a cleaning and cooling dip in water and are then ready for casing. The "Easy-Pour" cans must be filled hot with pre-sterilized molasses because the lithography would be endangered by the usual dip sterilization process. Aside from these adjustments, which were quickly worked out, no serious difficulties were encountered in getting the new package onto a satisfactory production schedule.

P. Duff & Sons have great expectations for the new "Easy-Pour" molasses can. It is the first major improvement in molasses merchandising in nearly half a century. It is therefore long overdue and when this is added to the fact that its advantages are so self-evident there is every reason to expect increasing numbers of consumers to show their appreciation in the form of purchases. The company feels that it now has an unhandicapped item—a high quality product in a truly modern package.

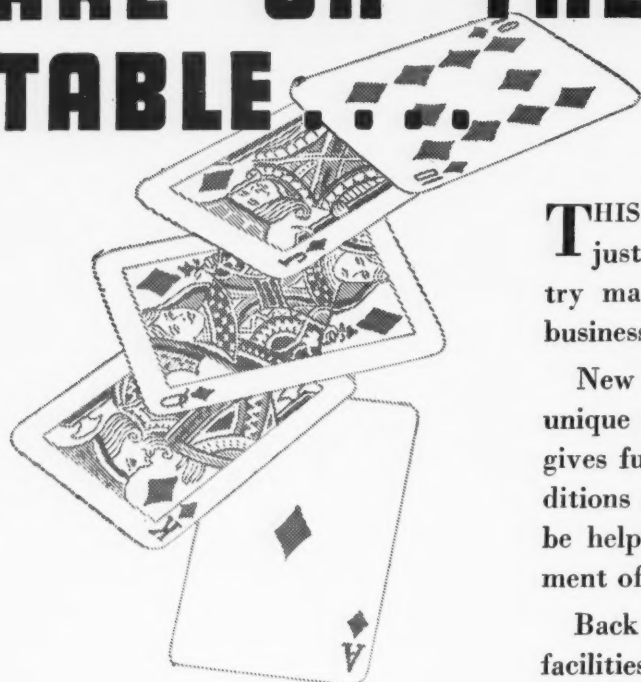
# INDEX OF ADVERTISERS

Aluminum Co. of America.....	23
Aluminum Seal Company.....	22
American Can Company.....	Inside Front Cover
American Coating Mills, Inc., Carton Division.....	12
Anchor Cap & Closure Corp.....	6-7
Armstrong Cork Products Co., Closure Division.....	77
Atlas Powder Co., Zapon Division.....	Insert 8-9
Beck Machine Co., Charles.....	107
Bismarck Hotel.....	108
Bostitch, Inc.....	102
Brooks & Porter, Inc.....	93
Burt Co., Inc., F. N.....	79
Cameo Die Cutting & Engraving Co.....	89
Cameron Can Machinery Co.....	106
Cameron Machine Company.....	107
Capstan Glass Co.....	6-7
Carolina Crest Hotel.....	108
Chambon Corporation.....	14
Chicago Printed String Co.....	35
Colton Company, Arthur.....	99
Columbia Products Corp.....	101
Confectionery Industries Exposition.....	100
Container Corp. of America.....	17
Crafts, Inc.....	74
Crescent Ink & Color Co. of Pa.....	106
Crown Can Co.....	112
Crown Cork & Seal Co.....	25
Egyptian Lacquer Mfg. Co.....	Insert 28-29
Emeloid Company, Inc.....	99
Ferguson Co., J. L.....	8
Forbes Lithograph Co.....	64
General Plastics, Inc.....	32
Hampden Glazed Paper & Card Co.....	Insert 4-5
Heekin Can Company.....	81
Hygienic Tube & Container Co.....	95
Kalamazoo Vegetable Parchment Co.....	4
Keller-Dorian Paper Co., Inc.....	Insert 16-17
Kimberly-Clark Corp.....	31
Kimble Glass Company.....	27
L. C. Machinery Co., Inc.....	21
Lowe Paper Company.....	16
Lowery & Schwartz, Inc.....	104
Lusteroid Container Co., Inc.....	103
Master Paper Box Co.....	96
Michigan Carton Co.....	Inside Back Cover
Middlesex Products Corp.....	Insert 92-93
Miller Wrapping & Sealing Machine Co.....	94
Mundet Cork Corporation.....	91
Nashua Gummed & Coated Paper Co.....	Insert 32-33
National Adhesives Corp.....	87
National Can Corporation.....	9
National Carbon Co., Inc.....	75
New England Collapsible Tube Co.....	97
Nixon Nitration Works.....	15
Owens-Illinois Glass Co.....	36, 60-61
Package Machinery Co.....	83
Parfait Power Puff Co.....	20
Peters Machinery Co.....	13
Phoenix Metal Cap Co.....	1
Pneumatic Scale Corp., Ltd.....	5, 105
Railway Express Agency, Inc.....	98
Redington Co., F. B.....	3
Riegel Paper Corp.....	84
Ritchie & Co., W. C.....	34
Royal & Co., Thomas M.....	29
Salem Glass Works.....	6-7
Sanderson Products, Inc.....	Insert 20-21
Standard-Knapp Corp.....	28
Stokes Machine Co., F. J.....	19
Stokes & Smith Co.....	11
Sun Tube Corporation.....	24
Sylvania Industrial Corp.....	Insert 12-13
Tablet & Ticket Co., The.....	30
Union Paste Co.....	109
U. P. M. Kidder Press Co.....	26
U. S. Envelope Company.....	10
U. S. Printing & Lithograph Co.....	Insert 24-25
Victor Metal Products Corp.....	33
Waldron Corp., John.....	109
White Cap Company.....	Back Cover
Zapon Division, Atlas Powder Co.....	Insert 8-9



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**T**HIS company offers users of cans something more than just another source of supply. It brings to the industry many progressive ideas and a new philosophy of business relations.

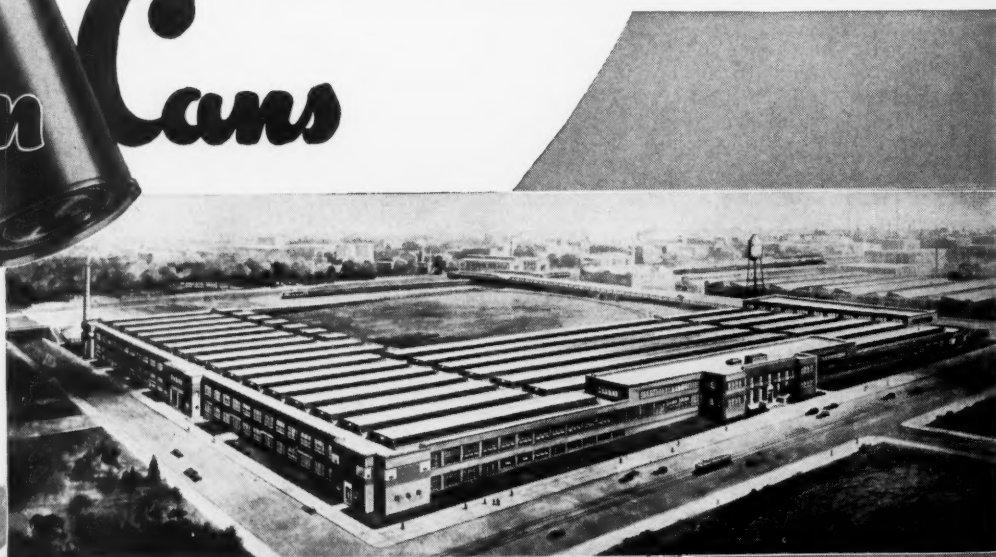
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